

PACE 2009

Promotional Activity
Calendar for Education



Post Fair Report

This report serves as a summary and evaluation of an Education New Zealand PACE 2009 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 6 months after the event date.

Name of Event	New Zealand Education Fairs
Country Name	Thailand
Event Date	13 – 16 June 2009

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1. Executive Summary

The 16th annual New Zealand Education Fairs in Thailand are the key PACE events for the Thai market. These fairs provide the opportunity for New Zealand educational institutions to establish and maintain relationship with agents, meet their alumni in Thailand and meet prospective students and parents during the fair week.

The highlight of the Bangkok Fair this year was to have the New Zealand Minister of Education, Hon. Anne Tolley, attend and open the fair. It was very fortunate that the event coincided with the Minister's travel schedule.

2009 was the first year we trialled the inclusion of New Zealand products on display at the fair in Bangkok, this included a New Zealand food cooking demonstration to further endorse the 'NZ inc' image. We also undertook new promotional activities, including feature articles on high profile New Zealand alumnus, local radio advertisements and ambience media (interactive media) in Chiang Mai and Phuket.

This year the fairs were held on Saturday 13th June in Chiang Mai, Sunday 14th June in Bangkok and Tuesday 16th June in Phuket.

The number of visitors and participants at each fair were as outlined in the following table.

City	NZ Participants	Number of Registrations	Number - Headcount
Chiang Mai – 13 June	12 Institutions	500	580
Bangkok – 14 June	44 Institutions	1,273	1,640
Phuket – 16 June	15 Institutions	59	134
Total		1,832	2,354

Most participants confirmed that the quality of visitors was very good, better than last year. Visitors seemed very serious and keen to discuss their educational requirements in detail in all three cities. Many participants also commented that visitors had come prepared and some would stay talking for 10 to 15 minutes.

Day/Date	Time	Programme	Venue
Thursday 11 June	5.00 – 6.00 pm	Market Briefing	Novotel Siam Hotel Siam Square, Soi 6 Pathumwan, Bangkok
	6.30 – 9.30 pm	Networking Function, Bangkok	
Friday 12 June		Travel to Chiang Mai	Amari Rincome Hotel 1 Nimmarnhem Road Suthep, Chiang Mai
	6.00 – 8.30 pm	Networking Function, Chiang Mai	
Saturday 13 June	10.00 am	Pick up from Hotel Lobby, travel to Venue Set Up	

	11.00 am – 6.00 pm	New Zealand Education Fair, Chiang Mai	Chiang Mai University Hall 239 Nimmamhemin Road Suthep, Chiang Mai
	6.00 – 6.30 pm	Pack Up and Debrief	
	Evening	Travel to Bangkok	
Sunday 14 June	10.00 am	Set Up	Royal Siam Paragon Hall 6 th Floor, 991 Royal Siam Paragon Shopping Hall Rama 1 Road, Pathumwan, Bangkok
	11.00 am – 6.30 pm	New Zealand Education Fair, Bangkok	
	6.30 – 7.30	Pack up and Debrief	
	8.00 – 9.30	Networking Evening with Minister Anne Tolley	
Monday 15 June		Travel to Phuket	
	6.00 – 8.30 pm	Networking Function, Phuket	The Millennium Hotel 199 Rat-Uthit 200 Pee Road, Patong, Kathu Phuket 83150
Tuesday 16 June	1.00 pm	Pick up from Hotel Lobby, travel to Venue Set Up	
	2.00 – 8.00 pm	New Zealand Education Fair, Phuket	Phuket ICT Skill Development and Learning Center 2 nd Floor, Phuket Road, Tumbol Vichit, Amphur Muang, Phuket 83000
	8.00 – 8.30 pm	Pack up and Debrief	

2. Event Details

2.1 Promotional Activities

The following promotional activities were arranged to promote the New Zealand Education Fairs in Thailand as below.

Print Advertisements:

The promotional New Zealand Educated brand image used in Thailand this year was the new Trusted image.

The themed statement was "New Zealand – A Fresh Start to your Exciting Future"

Publication	Date	Advert Size	B/W Colour
Direct Mail: 15,000 Postcards		10 x 15 cm	Coloured
Thai Newspaper Thairath Newspaper	9 June 2009, 11 June 2009	6" x 10"	B/W
English Newspaper Bangkok Post Newspaper	10 June 2009	6" x 10"	B/W
Posters - Siam Paragon - Potential School and Universities Nationwide	3 – 14 June 2009 3 – 14 June 2009	0.55 x 0.81 cm	Coloured
Flyers		14.5 x 21 cm	Coloured

Media Campaign:

Media	Date	Channels/Frequencys	On-Air
Radio			
1. 30 secs Loose Spot	15 May – 14 June 2009	S.O.S Siam Square / 8 times per day	14.45, 15.30, 16.45, 17.00, 17.15, 17.30, 18.45, 19.30
	8 – 14 June 2009	Virgin Hitz FM 95.5 / 6 times per day	8.40, 10.45, 16.45, 18.45, 20.45, 00.45
	8 – 14 June 2009	Chill FM 89 / 5 times per day	05.40, 8.20, 10.40, 14.40, 16.40
	2 - 16 June 2009	FM 89 POWER ZONE / 10 times per day (Phuket)	7.00, 8.00, 9.00, 10.00, 11.00, 13.00, 14.00, 15.00, 16.00, 17.00
	25 May – 13 June 2009	93.5 PEAK FM / 12 times per day (Chiang Mai)	7.00, 8.00, 9.00, 10.00, 11.00, 13.00, 14.00,

			15.00, 16.00, 17.00, 18.00, 19.00
TV			
1. Spot (30 secs)	8 – 11 June	Channel 3 - Rueng Lao Chao	6.00 – 8.30
2. Tie-in TV	2009	Nee	6.00 – 8.30
Activity Program	14 June		
	2009		

Outdoor Activity:

City	Locations	Media	Size	Type
Chiang Mai	11 across the city	Billboard	8.54 x 2.44 m.	Date: 22 May – 13 June 2009
Bangkok	BTS Sky Train at Siam, Chit-Lom, Saladaeng, and On-nuch Stations	Billboard	1 x 3 m.	Date: 6 – 14 June 2009
Chiang Mai	143 across the city	Banners	1 x 3 m.	Date: 22 May – 13 June 2009
Phuket	60 across the city	Banners	1 x 3 m.	Date: 21 May – 16 June 2009
Bangkok	Along the Lagoon and a foyer of the Exhibition Hall at Siam Paragon	J-Flags	0.60 x 3.30 m.	Date: 13 – 14 June 2009
Phuket	40 at a doorway and around the ICT Center, Phuket	J-Flags	0.6 x 3 m.	Date: 7 - 16 June 2009
Phuket	Run thorough Phuket City	Ad. Van	1.2 x 2.4 m.	Date: 7 - 16 June 2009

PR Activity:

1. Gossip News

Date	Media : Section
1 June 2009	Post Today : Magazine
3 June 2009	ASTV Manager Daily : Women
7 June 2009	Thansettakij : Infocus
2. Calendar News

Date	Media : Section
12 June 2009	Bangkok Post : What's ON
	Ban Muang : Krajokngaw
14 June 2009	Bangkok Business : Robkung
16 June 2009	Bangkok Post : What's ON
3. Photo Caption

Date	Media : Section
3 July 2009	Khaosod : Entertainment
8 July 2009	Siamrath : Social
4. Group Interview

Date	Media : Section
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29 June-5 July Manager Weekly : Management/Education
14 July 2009 Matichon (Mid-day) : Economic/Education
17 July 2009 Manager Daily : Education

5. Online News (Calendar News & Gossip News)

<http://www.eventdd.com/event.php?eid=72>
<http://www.school.net.th/webboard/viewtopic.php?f=3&t=310>
<http://www.ryt9.com/s/prg/575556/>
<http://www.thaipr.net/nc/readnews.aspx?newsid=E92CC3A471C135C73D133C71A6E50597>
<http://webboard.campus.sanook.com/forum/?topic=2807192.0>
<http://board.narak.com/topic.php?No=344126>
<http://webboard.campus.sanook.com/forum/?topic=2807192.0>
<http://www.newswit.com/news/2009-05-19/e92cc3a471c135c73d133c71a6e50597/>
<http://www.karn.tv/webboard/Article.aspx?no=435>
<http://www.thaigoodview.com/node/21742>
<http://www.torakhong.org/kratoo.php?t=22349>
<http://www.thaipr.net/nc/readnews.aspx?newsid=CC75975871299523511C8B0E913273C1>
http://www.ladysquare.com/forum_posts.asp?TID=83151&PN=1
http://www.cmprice.com/market/category_detail.php?cate_id=150508383
<http://breakingnews.quickze.com/readnews>
<http://www.newswit.com/news/2009-05-13/cc75975871299523511c8b0e913273c1/>
<http://thaigov.pr.in.th/gossip-news-new-zealand-education-fair-2009>
<http://www.minichiangmai.com/forums/redirect.php?tid=322&goto=lastpost>
<http://campus.kapook.com/>
<http://www.kungwanevent.com/scripts/eventdetail.asp?nEventID=6800>
http://www.iampr.net/?name=member_news&file=read&id=31
<http://talk.mthai.com/topic/10482>

6. Online News Clipping (Press Release)

Positioning Magazine

<http://www.positioningmag.com/prnews/prnews.aspx?id=80531>

Manager 360o

<http://www.gotomanager.com/resources/default.aspx?id=7415>

NBT

http://nbtv.prd.go.th/th/forum/viewthread.php?forum_id=14&thread_id=194

Global News

<http://globalnewsblog.com/blog/2009/06/22/asia-pacific-news-honiara-solomon-islands-monday-15-june-2009-scoopconz/>

Thai Recent News

<http://thairecent.com/Other/2009/43227/>

Kor Hoon – MT Multimedia

<http://www.mtmultimedia.com/index.php?mo=14&newsid=103931>

Kao Dee.com

http://kaodee.com/read/Kaodee_mainFrame/

<http://www.thaipr.net/nc/readnews.aspx?newsid=6861ECE8CC81C1A09C705F85E9ED87D1&sec=all>

<http://www.thaipr.net/nc/readnews.aspx?newsid=2AA0555E158229134EE2CF9D86CF7453&sec=all>

RYT9.com

<http://www.ryt9.com/s/prg/596330/>

<http://www.ryt9.com/es/prg/81345/>

Newswit.com

<http://www.newswit.com/news/2009-06-22/6861ece8cc81c1a09c705f85e9ed87d1/>

Thailand4.com

<http://www.thailand4.com/news/2009-06-22/2aa0555e158229134ee2cf9d86cf7453/>
 Tivarati.com
<http://www.tivarati.com/es/prg/81345/>
 Valuba.com
<http://www.valuba.com/search/view.html?keyword=%E0%B8%99%E0%B8%B4%E0%B8%A7%E0%B8%8B%E0%B8%B5%E0%B9%81%E0%B8%A5%E0%B8%99%E0%B8%94%E0%B9%8C>
 Nonpareil Education
<http://www.nonpareileducation.com/webboard/index.php?topic=774.0>
<http://www.nonpareileducation.com/webboard/index.php?topic=773.0>
 Pantip
<http://www.pantip.com/cafe/klaibann/topic/H8065123/H8065123.html>

2.2 Participants/NZ Representatives

Institution Name	Participant Name
Christchurch College of English	Nick Arnott
Eurocentres New Zealand	Guiliana Silveria
The Campbell Institute	Tim Brown
Bucklands Beach Intermediate School	Diane Parkinson, Carrie Barnett
Chisnallwood Intermediate School	Richard Paton
Glen Eden Intermediate School	Lesley King, Terry Hewetson
Murrays Bay Intermediate School	Paul Evitt, Colin Dale
Otumoetai Intermediate School	John Stanley
Takapuna Normal Intermediate School	Owen Alexander
Tauranga Intermediate School	Annemieke Hart
Campbells Bay School	John McGowan
ACG Academic Colleges Group	Tarsha Waterhouse
Avondale College	Rachel Stirling
Botany Downs Secondary College	Jennifer Kirkham
Chilton Saint James School	Judy Lang
Columba College	Elizabeth Wilson
Howick College	William (Bill) Dimery
Hutt Valley High School	Lyn House
Katikati College	Jill Jack
Macleans College	Warren Yardley
Middleton Grange International College	David Gillon
Mount Aspiring College	Wayne Bosley
Mountainview High School	Bruce Aston
Newlands College	Deb Mills
Otumoetai College	Roy Ballantyne
Ophi College	Afsaneh Howey
Pakuranga College	Denise Berry
Rangitoto College	Robbie Pickford, Lynda Sullivan
St Mary's Diocesan School	Lynley Rawston
St Patrick's College (Kilbirnie)	Wayne Mills
Takapuna Grammar School	Lesley Brennan, Terry Holding
Tauranga Girls' College	Julie Sommerville
Wanganui High School	Robert Lakeland
Wellington College	Mike Pallin
Wellington Girls' College	Heather Twigg
Whangarei Girls' High School	Anne Cooper
AUT University	Frances Little
Christchurch Polytechnic Institute of Technology	Annie Goh
Eastern Institute of Technology	Christine Wright

Massey University	Farnaaz Mohammed
University of Canterbury	Farida Memon
University of Waikato	Kylie Smale
University of Otago	Amy Rutherford
Victoria University of Wellington	Roger Armstrong, Mariko Fukui
Whiteria Community Polytechnic	Greg Walton

Below is the list of agencies that assisted New Zealand participants at the Fairs:

Chiang Mai	Bangkok	Phuket
A&T New Zealand Centre	Hearts & Minds	Hearts & Minds
Baan Pasa NES	Jasmine NZ	Kiwi Centre
CP Education	Kiwi Centre	Knowledge Plus
Mentor	Knowledge Plus	NZ Study
	Learning Curve	
	New Zealand Education Centre (NZEC)	
	NZ Study	
	Scholar Guide	
	Smart Education	

2.3 Market Briefing

The Market Briefing was held on Thursday 11 June, prior to the Bangkok Networking evening.

The briefing covered competitor movements, trends for education in Thailand, information about Agents and the Specialist Agent Training, and other pertinent news.

The New Zealand Trade Commissioner provided an update on the Thai political and economical situation and welcomed New Zealand participants to Thailand.

Matt Burden of Immigration New Zealand provided updated information and background on Immigration New Zealand's services and visa statistics in Thailand.

The market briefing presentations are available upon request from Education New Zealand, please contact [Rahael Tharmatheva](#).

2.4 Presentations and Speeches

On Sunday 14 June in Bangkok, the opening ceremony commenced at 11.50am and opening speeches were given by the following people

Brook Barrington, New Zealand Ambassador gave the welcome address

Rob Stevens, CEO, Education New Zealand gave an update report

Education Minister Anne Tolley gave the opening remark.

M.R. Pridiyathorn Devakula, Former Deputy Prime Minister and Minister of Finance was also part of the official opening.

At the conclusion of the speeches a marching band was brought into the stage area and was well received by visitors and VIPs alike.




2.5 Seminar Schedule

Sunday 14 June 2009

Time	Activities
11.00 hr	Fair open to public
11.50 -12.00 hr (10 min.)	Opening Ceremony by Education Minister Anne Tolley, Brook Barrington, NZ Ambassador, and Rob Stevens, CEO, Education New Zealand Opening Performance <i>"Youngblood BIG BAND Showcase: A Fresh Start for Your Exciting Future"</i>
12.00 -12.30 hr (30 min.)	Winners Announcement of "WRITE & WIN" project for the Story Telling Competition on "How Much do You Know about New Zealand?" VIP Guests Interview on "Why choose New Zealand as a study destination for your child?"
12.45 - 13.30 hr (45 min.)	Tips for getting NZ Visa by Immigration New Zealand
13.30 - 14.30 hr (60 min.)	New Zealand Cooking Demonstration by Gourmet & Cuisine magazine
14.30 - 15.00 hr (30 min.)	Lucky Draw: "A Ladder of Success Jigsaw Game" #1 New Zealand Alumni Interview
15.00 - 16.30 hr (90 min.)	Planning your holidays to New Zealand by Tourism New Zealand
16.30 - 17.00 hr (30 min.)	Lucky Draw: "A Ladder of Success Jigsaw Game" #2 New Zealand Alumni Interview
17.00 - 17.15 hr (15 min.)	New Zealand Scholarships Giveaway & Interview
17.15 - 18.00 hr (45 min.)	Life and Study Experience in New Zealand by Chawit Rojanakij, New Zealand Alumni and the well known blogger "Nong Na-Waen"
18.00 - 18.30 hr (30 min.)	"A Ladder of Success Jigsaw Game" #3
18.30 hr	End

2.6 Giveaway Items

3,500 copies of the Fair Booklet, 3,500 giveaway bags, and 3,000 pens were distributed at the fairs. All collateral advertised the www.newzealandeducated.com website

Description	Quantity	Image
1. Fair Booklet (a directory of participants) (For visitors on event day)	3,500	
2. Giveaway Bag (For visitors on event day)	3,500	
3. Giveaway Pen (For visitors on event day)	3,500	

2.7 Attendance

City	NZ Participants	Number of Registrations	Number of Headcounts
Chiang Mai – 13 June	12 Institutions	500	580
Bangkok – 14 June	44 Institutions	1,273	1,640
Phuket – 16 June	15 Institutions	59	134
Total		1,832	2,354

2.8 De-briefing with New Zealand Representatives

Summary of participants' thoughts and comments:

New Zealand Education Fair, Chiang Mai

- Set up was good this year. Liked the tables that were set up in the middle for the visitors
- Changes to the corners were noticed and appreciated – allowed movement and crowds around the corner booths.
- Accommodation was good
- Networking Function was good. The Agents that came were 6 out of 10 agencies were represented at the networking function. More agencies came this year, compared to last year
- Food tasting was a good idea. It is hard to sort out visitors that came along for just a free lunch
- Booklet needs to be generic to all the fairs – so represent all the institutes that are participating (especially if they are participating in more than one city including Bangkok) or there should be different booklets for each city.

- Baan Pasa was “stealing” visitors by directing them to institutes that were manned by Bann Pasa interpreters -> not fair to other agents that were helping other institutes at the fair.
- Baan Pasa putting flyers into NZ educated bag self promotion, and it looks like ENZ is supporting one agency over other agencies.
- Secondary schools felt they were busier than last year, and the queries were really good quality.
- All institutes felt it was a slow start but really picked up and all institutes were happy with the number of visitors and quality of visitors.
- Food in Chiang Mai – to make sure that it is available to all the institutes – a couple of institute representatives missed out.

New Zealand Education Fair, Bangkok

- Quality of visitors were good
- Wonderfully presented. The layout and NZ Inc approach wonderful and the booth size was good.
- The right venue was chosen, it is easy to access and to get to, it was light, bright and was well set up. The lunch break was good, and it was good to have a choice of food available below in the food court.
- Support and organisation excellent, cannot expect better. Especially for first time participants, was made easy.
- Accommodation has been excellent; Novotel across the bridge makes it easy
- Water must be replenished. Found what was given not enough.
- Did not realize that tea/coffee/snacks were available behind the booths. The map that was provided was not enough, and was lost without representatives noticing it. Suggest to have a quick house keeping meeting prior to the fairs starting.
- Deliver to the booths food and water.
- Advertising was noticeable and prominent. Many visitors had commented as well.
- Thank you to Rob Stevens and Anne Tolley for coming and supporting Education Exporters. To see what they do and to be a part of the fairs,

New Zealand Education Fair, Phuket

- Quality of queries were a lot better than last year.
- Venue was out of the way for visitors
- Unlikely to return to Phuket unless there are changes to the venue and there was more promotional budget involved.
- Happy to pay more if there were changes as suggested.
- Great that the two Had Yai Agents came all the way to meet us.

2.9 Further Information

We received support from other related organisations in Thailand.

- Tourism New Zealand
- Immigration New Zealand
- New Zealand Alumni Association
- Office of The Civil Service Commission
- TIECA: Thai International Education Consultant Association

Air New Zealand Bangkok sponsored the production of the giveaway bags and exhibited in Bangkok and Phuket.

Other New Zealand products displayed at the Fair in Bangkok were from Livestream Supplement, Nektar Juice, New Zealand Natural, Pro-Ma Systems, Xtend-Life, Waiora Spa and Zespri. These organisations were also classed as ‘sponsors’.

3. Summary of Participants' Evaluations

27 out of 47 participants completed the evaluation form

New Zealand Education Fair, Bangkok

- I was impressed by the whole event. The food situation is an issue, but easily overcome.
- It was well organised, the students were interested and motivated
- The event was really well organised and very well promoted. Lead up networking and recognition of agents was useful too.
- Had the opportunity to meet new agents and there was some promising prospects from the fair.
- The venue was great in Bangkok, and its location makes it easy for people to get there
- The venue was good
- Good to see NZ food etc.
- The Venue was fantastic and it was well set up. It was nice to see other NZ agencies taking advantage of the show to sell NZ and its products.
- Excellent venue. The entrance way with all the activities was welcoming and gave a sense of fun.
- Not have the music so loud.
- The entertainment was too loud and very distracting. I had to shout to the clients most of the time. Please have it in a different room next time, if possible.
- Stunning displays at venue.
- Better advertising I have been told.
- Organisation and advertising also seemed good. Lots of advertising and lower floors of Paragon would be useful (it may have been there but didn't notice). You could capture a significant walk in number.
- Good Supporting activities.
- The networking function was well attended giving good opportunity to meet new agents. – good catering and good venue
- A real briefing/house keeping the morning of the fair is required.

It is difficult to have a housekeeping session, as institute representatives come in at different times and they also get straight into setting up their booths. In future we will look into making repeat announcements on housekeeping throughout the morning before the fairs start. ENZ will start trialling, through other PACE fairs, different forms of debrief and feedback sessions

- Supply food. It was hard to get away to get something to eat
- Provision of water to the table during the day is necessary. Information on food available should have been in the pre fair information as the note on the table was easy to lose in the set ups.
- I know some would have liked lunch – I wasn't too worried about this – my student and I just took our break at different times – no problem
- There was no rubbish bin at my booth or at any other booths

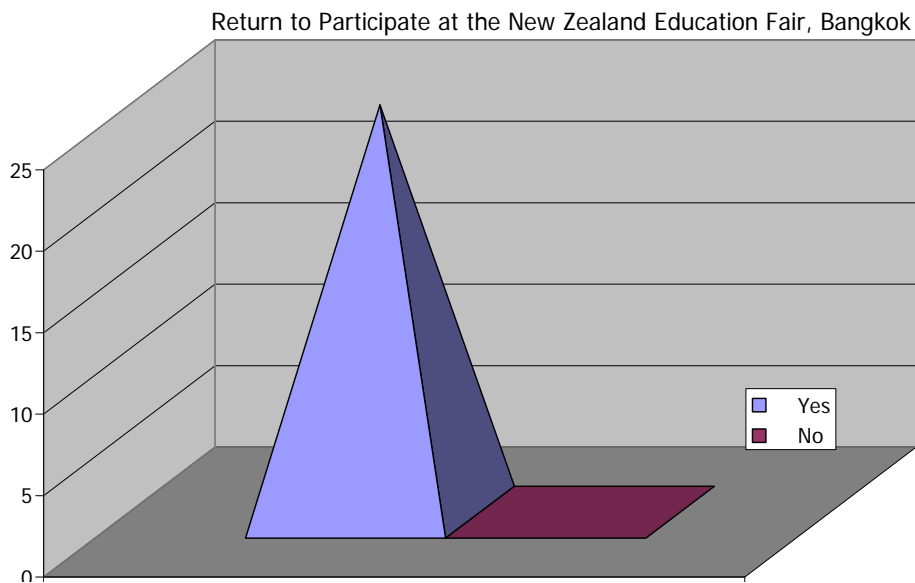
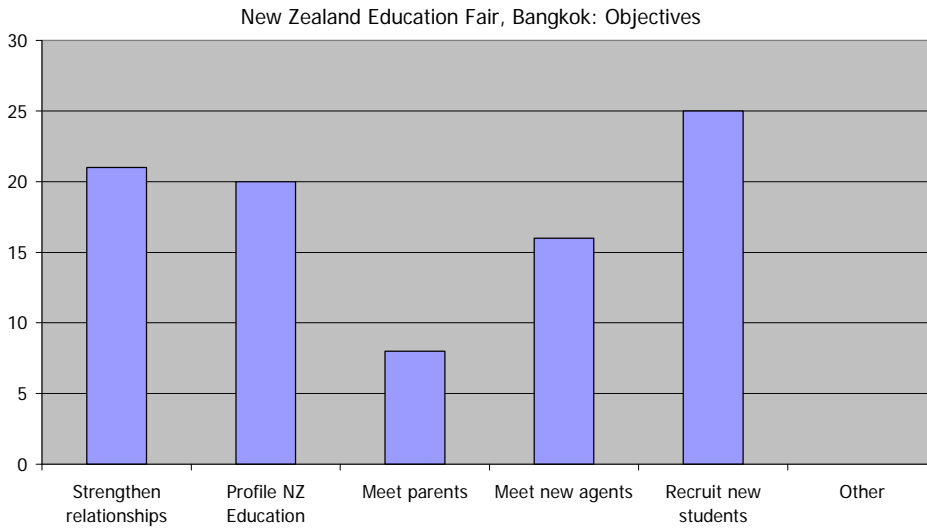
We suggest that the institutes use their Agents to cover their booth while they quickly go out and grab something to eat at the basement level of the Siam Paragon-the Food Court Area. In future we will look at providing more water bottles throughout the day.

- Strong flow of new enrolments following the fair.
- I have received 2 applications from the fair, which is the best part
- I would like to see more attention given to the standard of presentation of NZ educators. Many were inappropriately dressed (one had jingles on!) and managed their booths at times that did not show respect for the cultural ways of the Thai people.

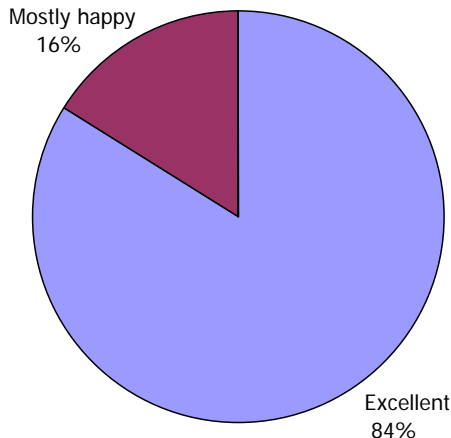
E.g. Thais like to sit and personally confer in a respectful manner whereas some NZers stood over them or went to grab them to their booths.

The Thailand briefing pack detailed the itinerary, fair set up and cultural behaviour. This document is important for all participants to read and become familiar with, even if you have been in the market for a number of years, as all updated information and tips on how to best interact with local people is highlighted within.

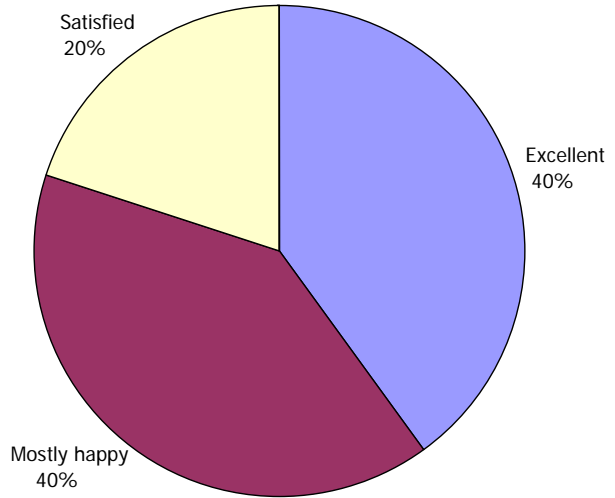
- I was very nervous as to whether this was a good use of our precious marketing dollars, but now have no doubt it was. A safe place to go on your own too.
- Good to have Rob and the Minister there at the fairs.
- It was especially pleasing to have both the Minister of Education and the Secretary of Education attend
- Good to see Rob Stevens, the Minister and Karen Sewell supporting the event
- The level of support provided was excellent – this was my first time of attending a fair and I wasn't really sure what to expect. The info provided beforehand was good too – Rahael and Nan were just fantastic – so patient and nothing was too much trouble.



Rate Venue for the New Zealand Education Fair, Bangkok



Participation Value at New Zealand Education Fair, Bangkok



New Zealand Education Fair, Chiang Mai

- Venue is well known, but odd to be in.
- The Venue seems to be off the beaten track.

In the past it had been noted that it is more culturally appropriate to have the fair venue not in Hotels. We had tried a shopping centre as the venue for the Chiang Mai Fair in the past, and it has proven to not work as well as the Chiang Mai University Hall. The parking and accessibility is more convenient there, and much more appropriate for an Education Fair. We will look into alternative venue options for future fairs in Chiang Mai.

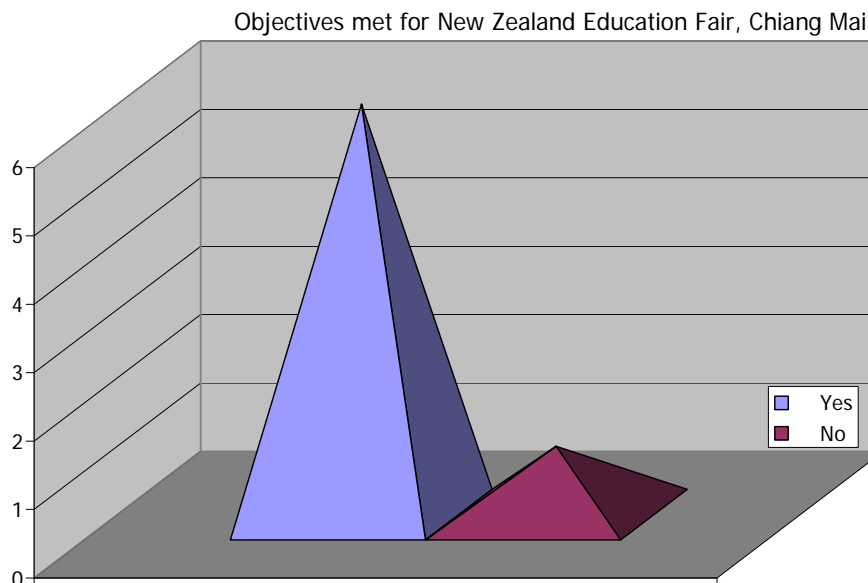
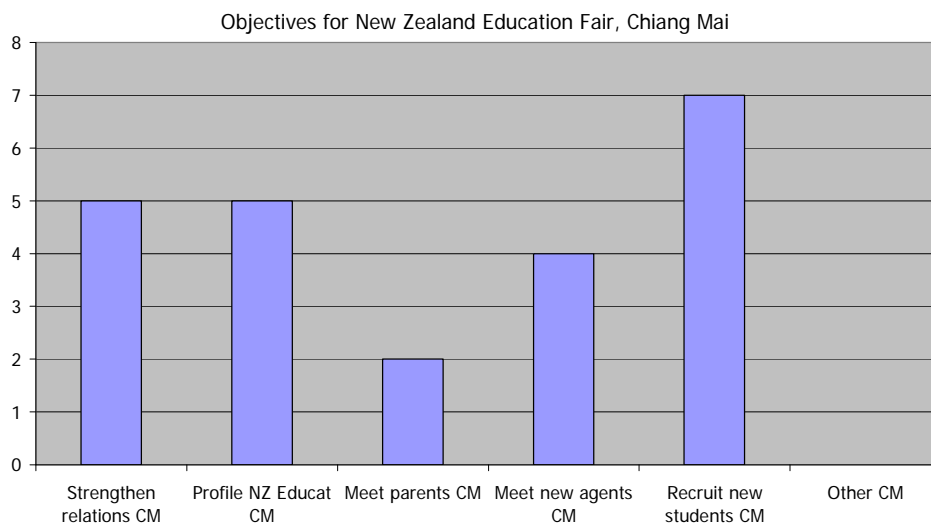
- There were not enough people to justify the cost and time.
- Steady stream of students. Good to have tables in the middle.
- Lunch supplied was not adequate. Missed out completely.
- Better food. By the end of the day I was starving.

A few years ago we tried delivering lunch packs to participants at their booths. This format wasn't overly successful as feedback suggested that it was rude and disrespectful to the Thai visitors to talk while eating, it made it awkward. ENZ recommends using Agents that you trust and know your institute to cover your booth while you take time away to quickly eat.

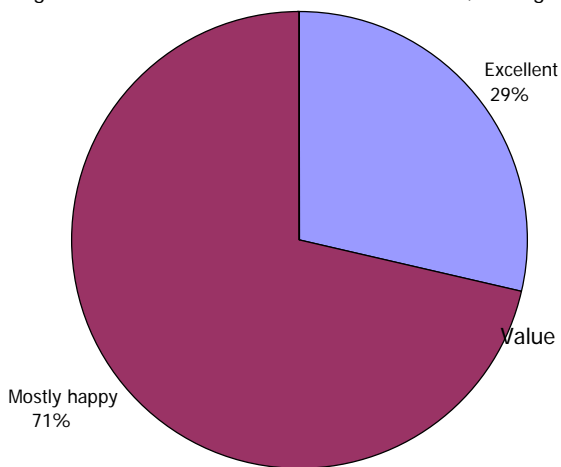
- As this was my first visit to Chiang Mai, I have little in the way of comparison. The organisation was good and staff coped exceedingly well with travel difficulties (flight from Chiang Mai and Bangkok.)
- The networking function was poorly attended and there were few agencies represented. There was a better turn out in 2008.

There were actually more Agents and Agencies this year than the number that attended the 2008 Networking Evening in Chiang Mai.

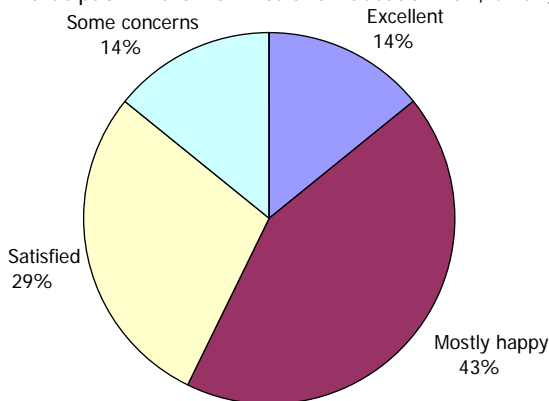
- The booklet used for profiling institutions was the one written for Bangkok.
- Met new agents and had some good prospects from fair.



Organisation of the New Zealand Education Fair, Chiang Mai



Value of Participation in the New Zealand Education Fair, Chiang Mai



New Zealand Education Fair, Phuket

- We didn't realise that the venue had changed, with visiting 20+ agents and preparing for 6 fairs in total, who has time to read through the briefing notes.

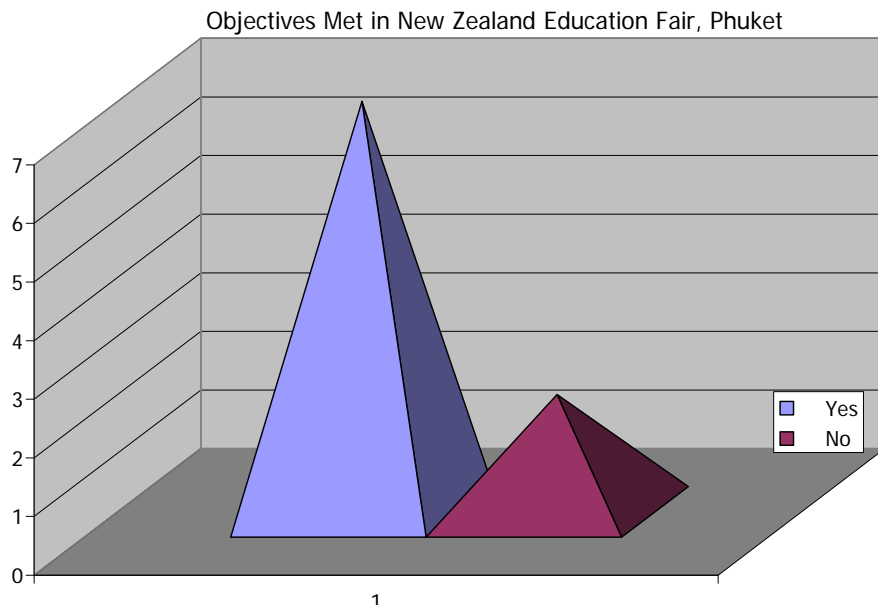
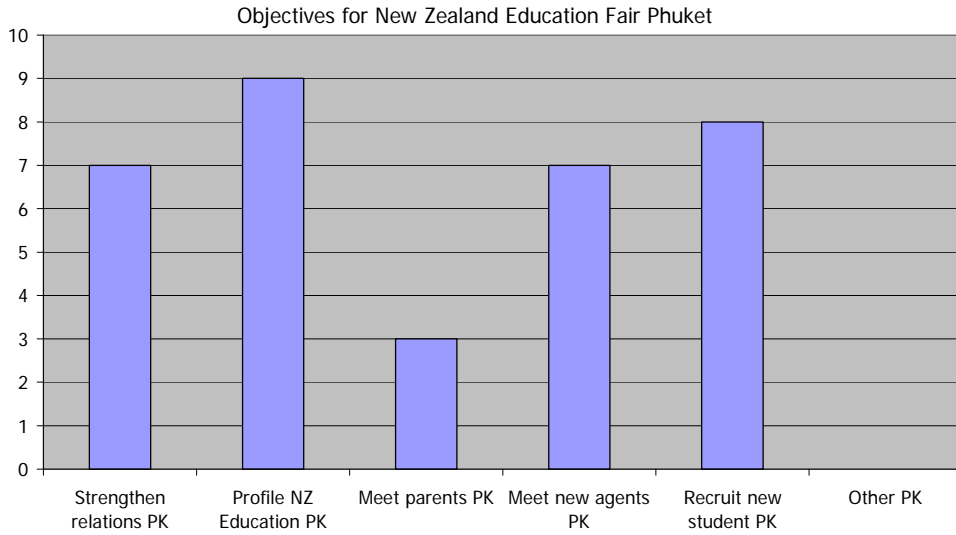
Please ensure that you make it a priority to read the information provided

- There appeared to be little foot traffic outside the venue and very little vehicular traffic. The venue itself was only marginal
- This is my second time in Phuket. I was very pleased that the Hat Yai agents were present as it gave an opportunity to build some new relationships in a different part of Thailand. It would be good if there were 2 or 3 established agents in Phuket for good follow-up. (NZ Study are always good value though). As yet I have got several enrolments from Bangkok but nothing from Phuket. Worth another year I think.
- I still wonder about the venue. Australia has their fair at a major shopping venue. I guess it is more expensive but I would pay more for a good location.

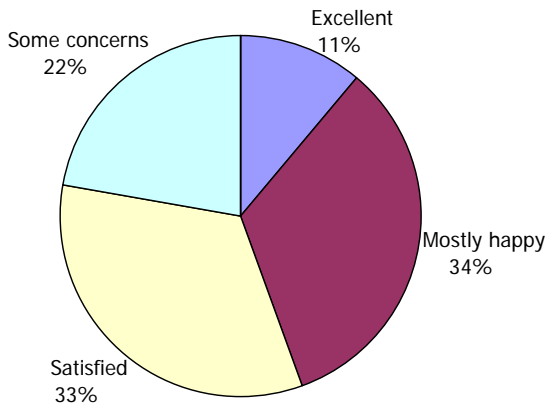
Education New Zealand will look into other venues that are available. The original venue selected for 2009 was in more of a tourist area, the reason for moving the venue closer to the central city was to make the fair more accessible to the local residents.

- Local people said there was not a lot of advertising compared to Australia.

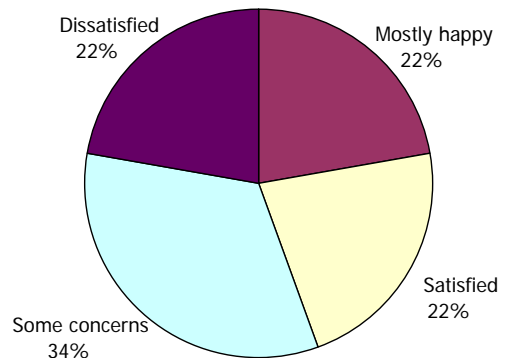
This is something that we hope to improve on for 2010, increasing the advertising involves building relationships with the local authorities which can also take time.



Rate Organisation of New Zealand Education Fair Phuket



Value of Participation in New Zealand Education Fair Phuket



4. Recommendations for Future Events

Logistics and Housekeeping

- The set up time will be extended prior to the fair opening if possible, though it has not been encouraged by Siam Paragon in the past. To maximize the time allowed for set up, we recommend being on time for set up and to allow time for familiarizing with the layout.
- The quick housekeeping announcement will be run a few times in the morning – prior to the fair to ensure participants hear it.
- Lunch and snack boxes with coffee or tea will be kept aside for participants, we will ensure that enough food has been provided for everyone.
- The volume of music and activities will be monitored.

Agents and Interpreters

- It is more effective to arrange assistance from a local education agent (rather than a paid interpreter) prior to the fair to assist and interpret at the fair, agents will filter leads and follow up and have a vested interest in getting students to you.
- Some may wish to instead use an alumni, for interpretation at these fairs, as the alumni will also be able to talk about their experiences in New Zealand.
- ENZ are committed to extending the New Zealand Specialist Agent group throughout Thailand, (e.g. Had Yai, Khon Kaen, and Phuket) to expand the network of New Zealand focussed Education agents throughout Thailand.

Promotion Activities

- High profile key note speakers during the fair and promoted prior to the fair is vital.
- Promote Thai alumni, interviews in newspapers and selected magazines regularly helps to generate demand.

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Completion Date: 28 July 2009

Appendix A: Photos and article links

Photos from the Fair series can be downloaded from

<http://www.flickr.com/photos/27527622@N04/sets/72157621675312237/>

Further relevant newspaper articles:

An article about the opening of the Education New Zealand office in Bangkok.

<http://www.manager.co.th/QOL/ViewNews.aspx?NewsID=9520000068049&Keyword=%b9%d4%c7%ab%d5%e1%c5%b9%b4%ec>

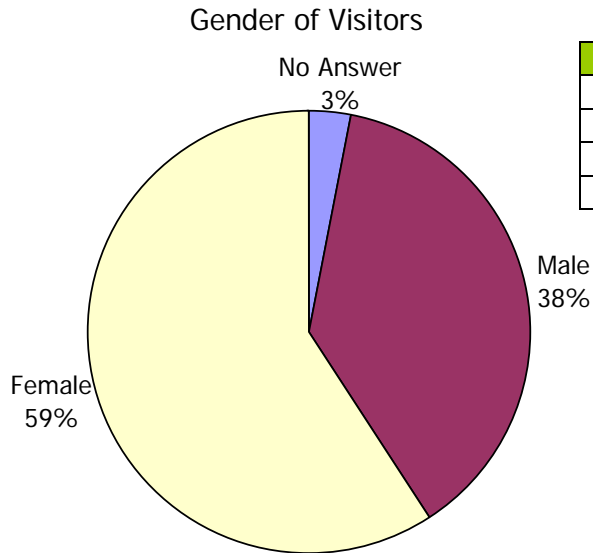
This year Education New Zealand sponsored the Dominion Post to attend the fairs in Chiang Mai and Bangkok, the aim was to create awareness on the export education market. The reporter was Catherine Harris and her article can be found here:

<http://www.stuff.co.nz/business/industries/2544316/Teaching-Asians-the-Kiwi-way/>

<http://www.bangkokpost.com/business/economics/18256/students-apply-energy-to-global-warming>

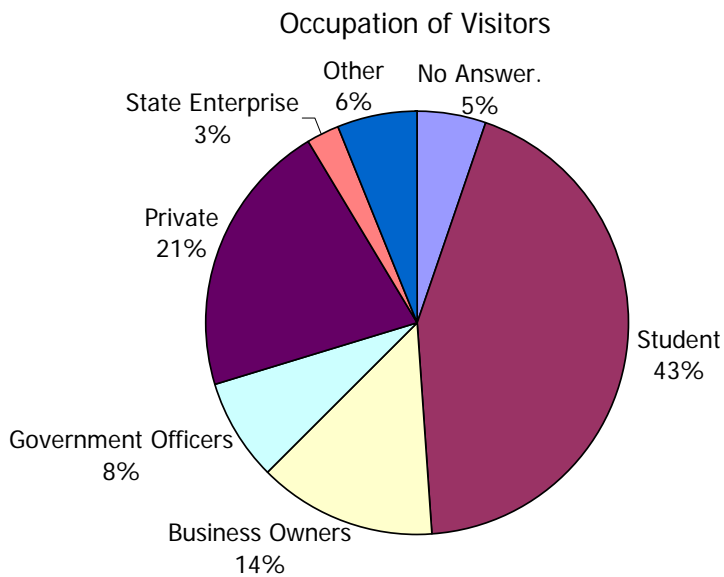
Appendix B: Visitors Data Analysis

1. Gender of Visitors



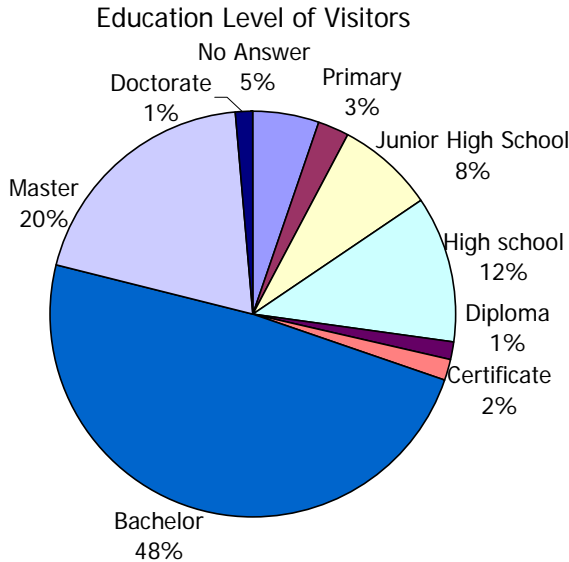
Sex	Total	%
Male	696	37.8
Female	1,090	59.1
Non-response	57	3.1
Total	1,843	100.0

2. Occupation of Attendees



The main visitors that attended the Fairs were students. The other occupants were Business Owners and Government Officers

3. Current Level of Education of Visitors

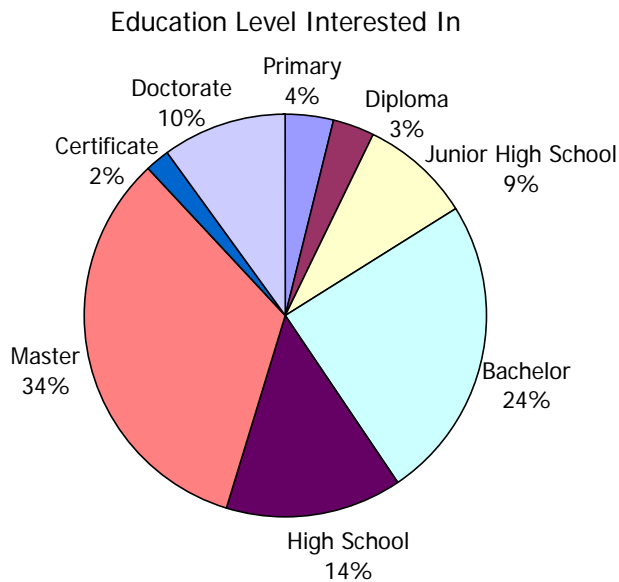


Education Level	Total	%
Primary Level	48	2.6
Junior High School	144	7.8
High School	214	11.6
Diploma	24	1.3
Certificate	35	1.9
Bachelor	892	48.4
Master	365	19.8
Doctorate	26	1.4
Non-response	95	5.2
Total	1,843	100.0

The biggest sector of visitors have completed their Bachelor degrees. There are two possibilities that the data may imply.

- 1) They are students seeking information for further study opportunities.
- 2) They are parents seeking information for study possibilities overseas for their child/ren.

4. Level of Education you are interested in



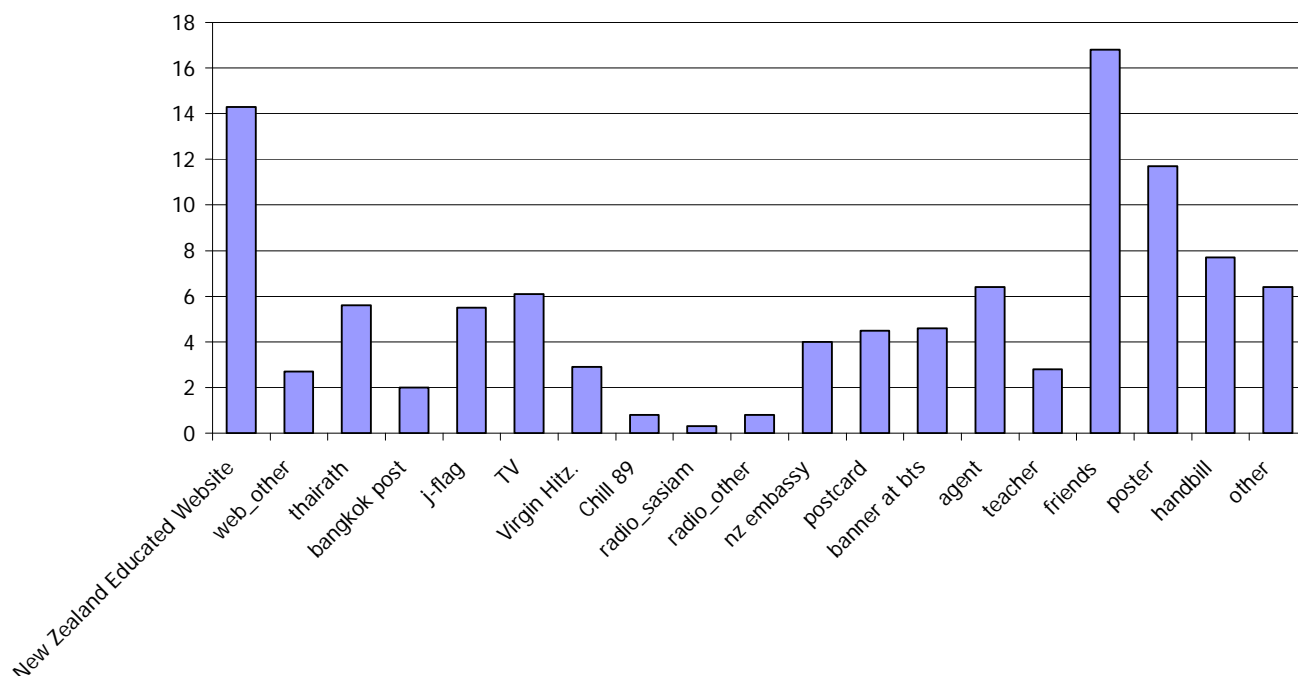
Education Level	Total	%
Primary level	73	4.0
Diploma	68	3.7
Junior High School	171	9.3
Bachelor	476	26.0
High School	279	15.1
Master degree	649	35.4
Certificate	40	2.5
Doctorate	194	10.5
Total	1,843	100.0

The interest for the Primary/Intermediate and High School level has remained about the same as last year.

There does seem to be a slight decrease in interest for Bachelor programmes and Master Degree programmes compared to last year.

5. Media Analysis

Media Analysis - How did our visitors learn about the New Zealand Education Fairs



In comparison to last year, where the www.newzealandeducated.com website attracted 9% of visitors, this year the website attracted over 14% of our visitors. It is strongly recommended that institutes keep their profiles up to date on the New Zealand Educated website.

Media	Total	%	Rank
Friends or relatives	310	16.8	1
Website www.newzealandeducated.com	263	14.3	2
Poster at schools/universities	216	11.7	3
Handbill	142	7.7	4
Agent	118	6.4	5
Other media	118	6.4	5
TV : Rueng Lao Chao Nee	112	6.1	6
Thairath	104	5.6	7
J-flag/poster at Siam Paragon	102	5.5	8
Banner at BTS	84	4.6	9
Postcard	83	4.5	10
NZ Embassy	73	4.0	11
Virgin Hitz 95.5	54	2.9	12
Teacher/School	52	2.8	13
Other websites	50	2.7	14
Bangkok Post	37	2.0	15
Chill 89	14	0.8	16
Other radio stations	15	0.8	15
Radio at Siam Square	5	0.3	17
Total	1,843	100.0	