



## 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](http://www.educationnz.org.nz) approximately 2 months after the event date.*

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Name of Event	New Zealand Education Fair
Country Name	Korea
Event Date	30 – 31 October 2010

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## 1. Executive Summary

The New Zealand Education Fair in Korea is one of the key marketing activities for New Zealand in the Korean market. The fair provides an opportunity to raise New Zealand's collective profile and the profiles of individual institutions, as well as recruit students and establish or develop relationships with education agents.

The second annual New Zealand Education Fair was held on 30 and 31 October 2010 at the Orchid Room, Grand Intercontinental Hotel, Seoul. 41 New Zealand institutions participated in the fair. There was strong representation from all New Zealand education sectors.

The fair attracted 1,166 visitors during the two days (536 on Saturday and 630 on Sunday). This was a very good number of visitors, considering the decrease in student numbers to New Zealand over the last three years, the high exchange rate, and potential parental concerns about the recent Canterbury earthquake. .

After our planning and promotions had been underway for a while, we became aware that the British Council and Canadianshad selected the same dates as us to hold their Education Fair, there was nothing that we could do about the clash at that late stage. We will try to liaise with competitor countries in future, to decrease the chance of that happening again..

Feedback on the event from New Zealand participants was very positive, comments included:

- It was good to have a NZ stand alone fair
- The quality of enquiries was really good
- Excellent marketing and PR plans combined with the generic funding from Education New Zealand
- Well organised fair and briefing sessions

We would like to thank the following companies which sponsored the second New Zealand Education Fair – Air New Zealand, SK Telink, New Zealand Center for Culture and Education, Korea Ginseng Corporation, NZUhak.net, SIS International, Welsson, Uhak.com, Go2NZ and the three New Zealand participants that each offered a 4 week tuition free prize – CPIT, NSIA and The Campbell Institute.

Based on the success of the event, planning for the 2011 New Zealand Education Fair in Seoul is already underway. The dates have been decided as Saturday 5 and Sunday 6 November 2011. Institutions can register online [HERE](#) , a few early registrations have already been received.

## 2 Event Details

### 2.1 Fair programme

Date	Time	Programme	Venue
Friday 29 October	6.00pm – 8.30pm	Networking Evening	Iris Room Grand Intercontinental Hotel
Saturday 30 October	10.00am – 11.00am	Market Briefing	Westeria Room  Orchid Room Grand Intercontinental Hotel
	11.00am – 12.00pm	Decorate Booths and Lunch	
	12.00pm – 6.00pm	New Zealand Education Fair	
Sunday 31 October	11.30am – 12.00pm	Set Up	Grand Intercontinental Hotel
	12.00pm – 6.00pm	New Zealand Education Fair	
	6.00pm – 6:20pm	Pack Up and Debrief	
	7:00pm	Informal wrap-up dinner	Heukdonga (Blackpig House) 147-15, Samsung- dong Gangnam-gu, Seoul

### 2.2 Participants/NZ Representatives

Institution Name	Participant Name
ACG Academic Colleges Group	Ting Xu
Albany Junior High School	Ju Young Kim
Auckland Grammar School	Felix Ye
AUT University	Marilyn Henneker
Avondale College	Rachel Stirling
Avonside Girls' High School	Rosalie Johnson
Balmoral Intermediate School	Liz Oorthuis
Christchurch Polytechnic Institute of Technology	Beth Knowles
Cornell Institute of Technology	Sophia Chang
Eastern Institute of Technology	Dan Zhu
Epsom Girls Grammar School	Peter Verner
Henderson Intermediate School	Joanne Carter
John McGlashan College	Mike Cockery
Kirkwood Intermediate School	Phil Tappenden
Lincoln University	Julian Becker
Lynfield College	Gill Austin
Macleans College	Patrick Lau
Manukau Institute of Technology	Pip Schollum-Manase
Massey University	William Tregidga
Mount Maunganui College	Allan Goodhall
Mt Albert Grammar School	Evan Gray
Murray's Bay Intermediate School	Paul Evitt
Nelson College	Leigh Riley

Nelson Marlborough Institute of Technology	Loren Abehart
Northcote College	Catherine Smith
Northcross Intermediate School	Sharon Hines
NZMA	Sunny Jung
North Shore International Academy	Jacob Park
Pukekohe High School	Tracey Clarke-Latham
Pukekohe Intermediate School	Gary Sweeny
Rangitoto College	Don Hastie
Rosehill College	Anne Henwood
South Wellington Intermediate School	Mike Debney
Tauranga Girls' College	Julie Sommerville
Tauranga Intermediate School	Anniemieke Hart
Taylor's College	Nicola Conway
The Campbell Institute	Soo Kyeong Kim / Tim Brown
Unitec NZ	Vivienne Kingsbury
Wanganui High School	Robert Lakeland
Whiteria Community Polytechnic	Mijin Kim
Wintec	Nimarta Bawa

Additional booths were allocated for Immigration New Zealand, the sponsoring agents, and the 'Learn More Stress Less' promotion.

### 2.3 Market Briefing

A month before the New Zealand Education Fair, a soft copy of the briefing information pack was emailed out to participants. This included fair information, market information and promotional activities around the fairs, to prepare the New Zealand participants.

The briefing meeting was held at 10:00 on Saturday 30<sup>th</sup> October. Yun-Ju Jung and Rahael Green welcomed participants from New Zealand. Rahael gave a presentation on the market situation and Yun-Ju described the promotional activities undertaken for the fair. A promotional booklet was provided for all participants to take away and look through, this included photos and screen grabs to illustrate the extent of the activity.

A copy of the full Market Briefing presentation is available online at [www.educationnz.org.nz/korea-promotional](http://www.educationnz.org.nz/korea-promotional)

### 2.4 Promotional Activities

An extensive promotional campaign was undertaken to make the education fair in Korea a success, promotion was the top priority for the team.

It was advantageous that some Depth Market generic promotions were timed to leverage off the fair promotion, this definitely helped increase visitor numbers to the event.

A company called Chosun.com had won the contract to be the PR company for the fair. Chosun.com has experience working in the international education sector and have been involved in Korean promotions for other countries.

Below is a summary of the promotional campaign.

#### Online campaign

Media	Date	B/W or Colour
Chosun.com banners	September / October	Colour

Chosun.com / SK Telink e-DM	19 September / 7,18,20 and 26October	Colour
Chosun.com online article	October	Colour
KBS.co.kr	1-31October	Colour
SBS.co.kr	1-31October	Colour
Naver, Daum, Cyworld Communities & power bloggers	1-31October	Colour
Press Release via Newswire	1-31October	Colour
Online event	1-31 October	Colour

### **Offline campaign**

<b>Media</b>	<b>Date</b>	<b>B/W Colour</b>
Campus media - University Tomorrow Posters	13-31 October 11 and 25 October	Colour
Happy Plus - Chosun Ilbo weekly section	19 October	Colour
Subway adverts (fair posters and PDP screen electronic adverts)	13-31 October	Colour
Radio Advertising – SBS and KBS	1-31 October	Colour
Look board Media	23 October	Colour
Focus - free newspapers	27 October	Colour
Women Chosun – Monthly magazine	October	Colour
Place postcards / posters around 40~50 private English institutes	1-31 October	Colour

An extensive advertising campaign was also undertaken through Facebook, targeting the Korean market and directing them to the New Zealand Educated website and the official fair website.

An email signature was available for institutes and agents to add to their emails to assist in promoting the event.

A web button was made available to Specialist Agents to promote the fairs on their websites.

Promotional work and the Promotional Report which was distributed at the Market Briefing can be viewed and downloaded here: <http://www.educationnz.org.nz/korea-promotional>

### **2.5 Seminar Programme**

Two different seminars were run each day in the Opal Room. About 20 ~ 30 people attended each seminar on both days.

<b>Saturday 30 October 2010</b>	
2:00pm	New Zealand Education System
3:00pm	New Zealand Immigration and Visa

<b>Sunday 31 October 2010</b>	
2:00pm	New Zealand Immigration and Visa
3:00pm	New Zealand Education System

### **2.6 Giveaway Items**

The following items were distributed to visitors at the fair.

- New Zealand Educated branded pens
- New Zealand Educated branded memo pads
- New Zealand Educated branded mobile phone cleaners
- 300 New Zealand Educated branded frisbees
- *Study in New Zealand* – Secondary Directory
- *Study in New Zealand* – University Directory
- *Study in New Zealand* – Handbook of Courses and Costs

A prize giving promotion was held on both days. Two major prizes were two institutions presented 4 week English Language scholarships, with Air New Zealand awarded two return tickets to Auckland as prizes.

North Shore International Academy awarded a 4 week English Language Scholarship as a second major Prize.

Prizes work as a good incentive to encourage visitors to register for and attend events, they also help to profile the donating institution.

## 2.7 Attendance

Online pre-registrations were driven through the official fair website, [www.newzealandeducated.com/uhak](http://www.newzealandeducated.com/uhak). The website promoted the event, encouraged pre-registration and introduced participating institutes and sponsors with links to their websites.

Interested visitors could pre-register their attendance online, in Korean. This created an automatic database and enabled us to track the effectiveness of the promotional campaign.

The fair hours were from 12:00pm ~ 6:00pm on Saturday and Sunday. There were 536 visitors on Saturday and 630 visitors on Sunday, a total of 1,166 visitors over the two days.

## 2.8 De-briefing with New Zealand Representatives

A de-briefing session with New Zealand participants was held on completion of the fair on Sunday, very positive comments were received, including:

- Especially well organised and really impressive compared to other education fairs previously attended
- The quality of enquiries was excellent
- Congratulations on this successful event and thank you very much for the whole team's effort and great work! Thank you!

The following concerns were raised during the de-briefing session:

- The specialist agents at the front of the fair led visitors to booths that they were partnered with.
- There seemed to be a little bit of confusion on the sectors within the fairs. The sector information in Korean on the Fascia board was good, but it was too small for the parents. Perhaps to have the booths in different colours.

## 2.9 Networking Function

The networking function was held at 6:30pm on Friday 29 October 2010 at the Grand Intercontinental Hotel. The New Zealand Ambassador's residence was undergoing renovations, so a hotel venue had to be hired instead. New Zealand's Ambassador to South Korea is HE Richard Mann. More than 70 people attended the function, including New

Zealand institution representatives, New Zealand Specialist Agents, other Korean Agents and officials.

The function was a good opportunity for the large group of people with a common interest in New Zealand education to network together and for thanks to be given to agents who are promoting New Zealand on our behalf.

## **2.10 Further Information**

October/November is a busy time for Education Fairs in Seoul, the following points summarise our competitors' recent activity in the market.

- Austrade have organised their own Education Fairs since 2008. The 2010 Austrade Fair was held at the Grand Ball Room, COEX on 11 & 12 September 2010. 83 institutions participated in the fair, it attracted around 4,000 visitors.
- The British Council held their Education Fair in the Grand Ball Room of the Seoul Plaza Hotel on 30 – 31 October 2010. The fair attracted around 3,000 visitors for the two days.
- The Canadian Education Fair was held on 31 October 2010. 70 Canadian institutions participated in the fair and attracted approximately 1,500 visitors for the day.

## **2.11 Major Prize Winners Information**

Three New Zealand institutes offered English language tuition as major prizes, they were Christchurch Institute of Technology (CPIT), The Campbell Institute and North Shore International Academy. Air New Zealand provided Seoul – Auckland return tickets.

- The CPIT scholarship with an Air New Zealand return ticket was won by Juong Hoon Kim
- The Campbell Institute scholarship with an Air New Zealand return ticket was won by Sung One Park
- The North Shore International Academy scholarship was won by Jayoung Kim.

### 3. Summary of Participants' Evaluations

Of the 41 participants, 16 completed the evaluation form. Feedback included the following comments:

#### **General**

Great atmosphere. All questions answered.

Well organised, good support, good booth.

Briefing pack was very informative.

Briefing pack was good though, already knew the information given.

#### **Venue**

Venue was good and the booth looked good. Good information.

Venue room needs to be bigger. Squashed feeling in the back row.

#### **Food**

Not enough food for Saturday lunch and Sunday afternoon tea.

#### **Branding**

Branding was clear and consistent. Set up was professional. Participants were cooperative.

Name and information of the school. I think these are hard to see. Maybe across the top?

The name is at the very top, but the information might be seen better.

#### **Agents**

Sponsoring agents had first access to students and parents at the fair. They were directed and sometimes taken directly to a school and those families didn't look around the rest of the fair. They were then escorted out. So all schools did not get the chance to see possibilities. Agents also ticked the schools that the people should be seeing in the books. One parent wondered why we weren't ticked.

Sponsoring agents in the entrance had first call and directed students directly to 'partner' schools. This was to the detriment of schools working in partnership with other specialist NZ agents. There should be some clarification around using agents. Perhaps we should use only the 'sponsoring' agents.

My only concern was around the agent booth. They already have staff working alongside us at the fair in our booths, why confuse and allow them to have booths as well. Remember many of them also sell other countries not just New Zealand.

#### **ENZ Comment**

*Sponsoring Agents signed a Code of Conduct document prior to the fair to ensure expectations were realistic and to provide a control mechanism against any overly aggressive behaviour. The code clarified that only the selling of New Zealand education and the participating New Zealand institutions was permitted. Some agents wanted to promote other New Zealand institutions that they work with, but that was restricted. Agents also had to ensure all their staff remains within their booth vicinity, rather than poaching visitors. The onsite staff members did not notice aggressive behaviour by the sponsoring agents. The Code of Conduct will again be reviewed and tightened for 2011, based on participant feedback..*

#### **Networking Function**

The networking function was good.

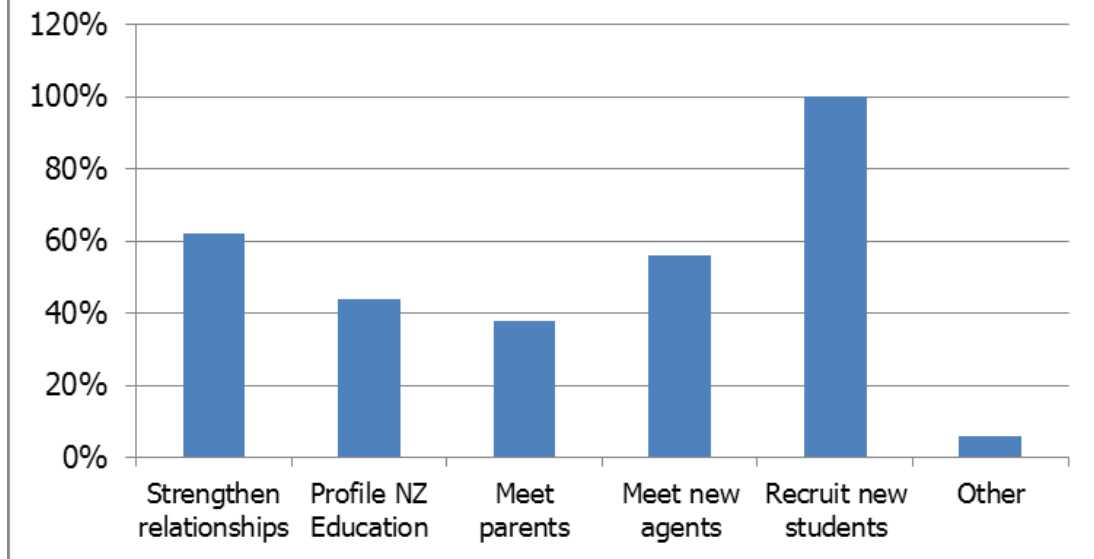
It was a very good turnout. It was very good to have the ambassador and trade commissioner there.

Too much food, but excellent anyway.

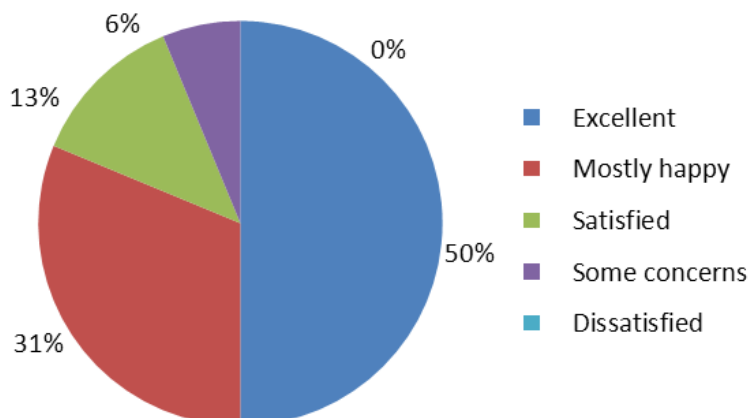
The networking evening was good although the acoustics made conversation hard. The ambassador's residence in 2009 was better, conversation in a bigger place.

*We were not able to use the Ambassador's residence as it was under renovation.*

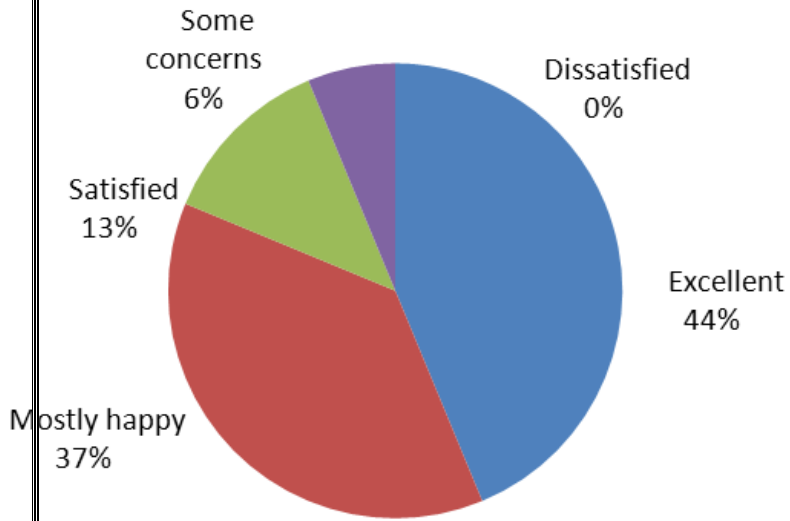
## Objectives



## Rate Organisation of Event



# Overall Satisfaction



## **4. Summary of Sponsors' Evaluations**

Education New Zealand asked the sponsor agents' feedback and received comments including

- Good set up and experience. It will be good if we have more language schools attending the fair.
- Everything was well organised and the hotel was in great location so that people can find easily.
- The booth was bit small and the hallway to agent booths was too narrow.
- Thanks to your arrangement of the Education NZ fair last month, we recruited 18 students for New Zealand just after the fair, which is the best result from the fair ever.
- In 2011, I am sure that the weaker NZ dollar will help us recruit more students than other destinations such as the US, Canada and Australia.

## 5. Recommendations for Future Events

Based on the success of the event, planning for the 2011 New Zealand Education Fair in Seoul is already underway. The dates have been decided as Saturday 5 and Sunday 6 November 2011.

2010 was the second New Zealand only Fair in the market; the following are the learning points for the next year's event:

Lunch and Afternoon tea at the fair – Some of institutions were not able to have lunch & afternoon tea at the fair. We will consider ordering lunch boxes for each booth, with the food to be eaten in a back room. Afternoon tea options we will continue to think about, as it is not an option to eat at the booth in front of visitors.

Agents – A review of the sponsoring agents will be undertaken, depending on the venue lay out, it is proposed that the agents not be located at the entrance way.

It is very important to book venues a year ahead, from our current understanding on the tentative dates for the British Council and Canadian Fairs are to be held 29 – 30 October. The Australian Fair is currently under review to move from September to October. Taking this into consideration we have booked the venue for the 5<sup>th</sup> and 6<sup>th</sup> November 2011. We have booked the Grand Intercontinental Hotel again Register early, we had a waiting list of 10 at one stage, some missed out, one institution tried to register 3? Weeks before the fair

**Prepared by:**

Yun Ju Jung & Rahael Green

Completion Date: 26 November 2010

## Appendix A – Photos

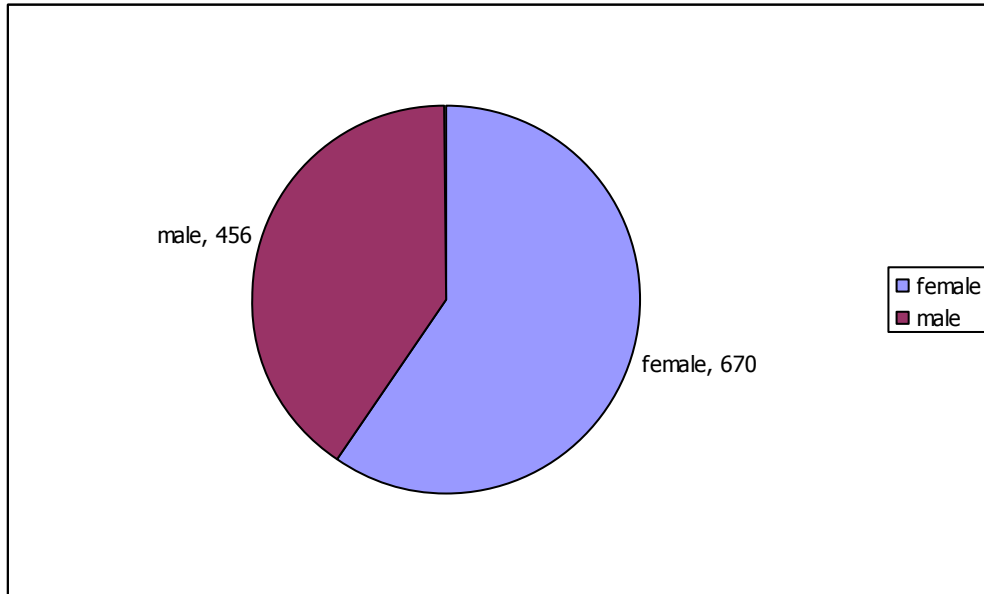
To view and download photos of the Fair can be found through flicker at:

<http://www.flickr.com/photos/27527622@N04/sets/72157625280891225/>

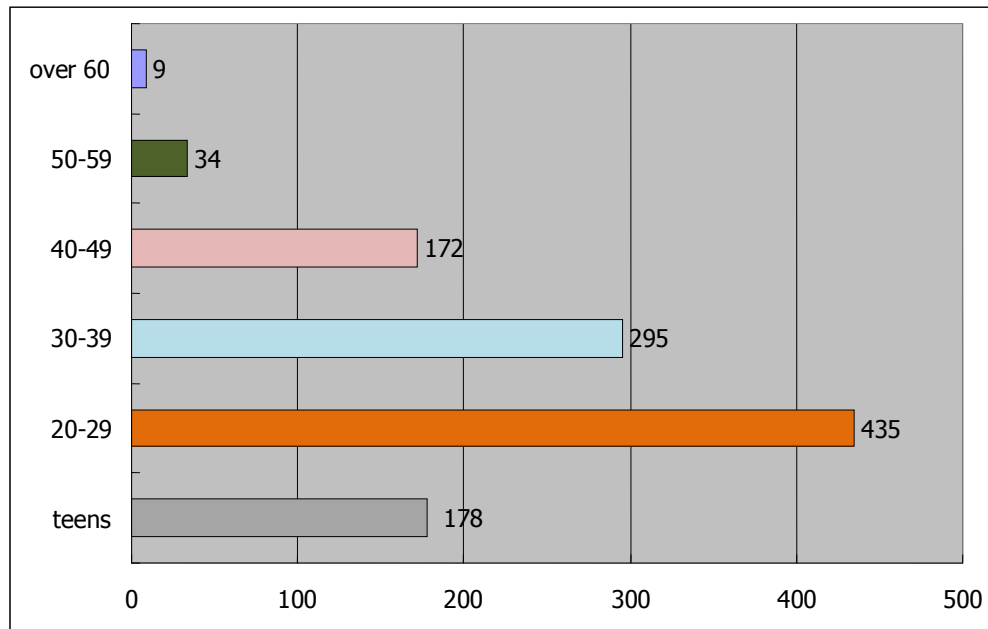
## Appendix B – Visitor Data

1) Total number of registration; 1,126

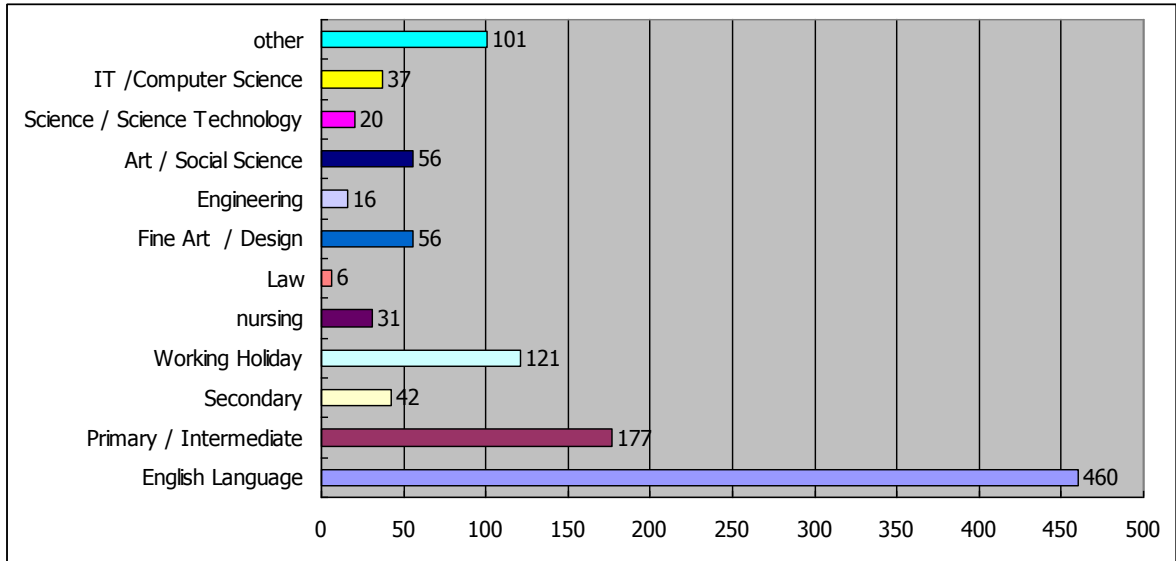
2) Gender



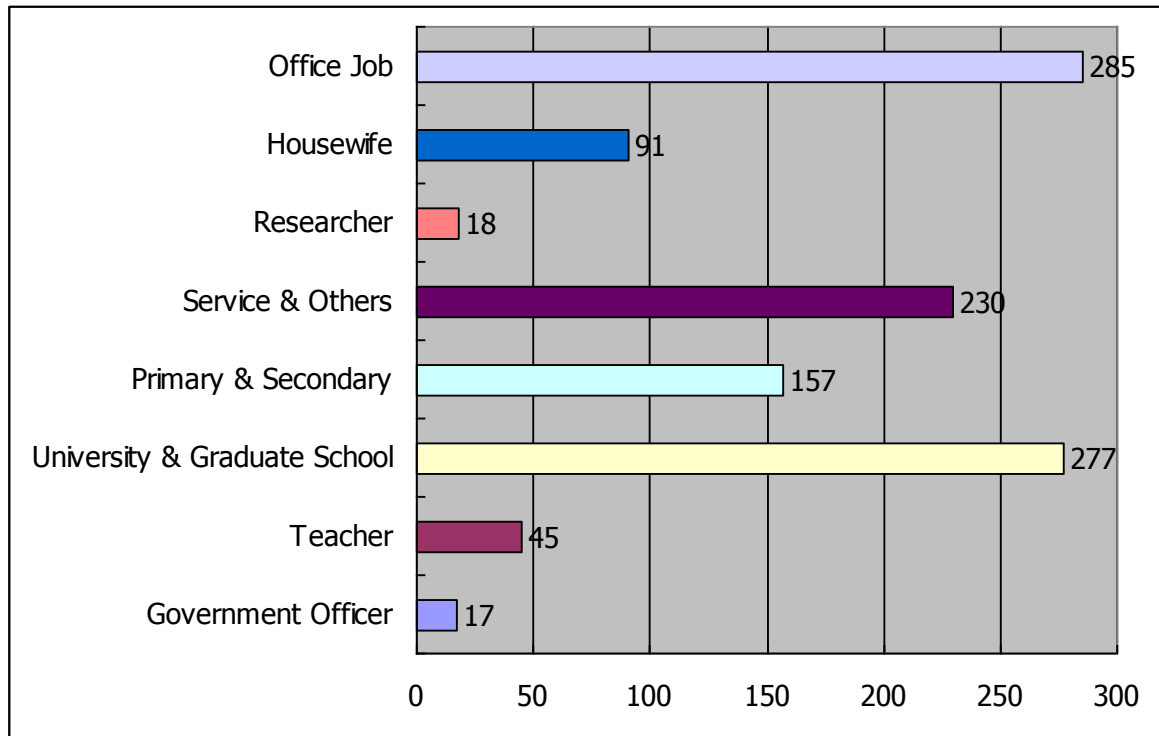
3) Age



4) Interest in future studies



5) Jobs



6) Media analysis from Fair visitors

