

PACE 2011

Promotional Activity
Calendar for Education



Post Fair Report

This report serves as a summary and evaluation of an Education New Zealand PACE 2011 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 3 month after the event date.

Name of Event	New Zealand Education Fairs and Agent Seminars
Country Name	Vietnam
Event Date	25 – 28 March 2011

Table of Contents

1.	Executive Summary	3
2.	Event Details	4
2.1	Promotional Activities	4
2.2	Participants/NZ Representatives	8
2.3	Market Briefing	8
2.4	Seminar Schedule	8
2.5	Agent Seminars/Market Updates & Networking Function	9
2.6	Giveaway Items	10
2.7	Attendance & Visitor Data	11
2.8	De-briefing with NZ representatives	11
3.	Summary of Participants' Evaluations	11
4.	Recommendations for Future Events	17
	Appendix A	18
	Visitor Data Analysis	
	Appendix B	20
	Photos	

1. Executive Summary

The 13th annual New Zealand Education Fairs in Ha Noi and Ho Chi Minh City, along with Agent Seminars were held from March 25 - 28, 2011. A total of 33 institutions participated covering all sectors - English Language, Secondary and Tertiary.

Visitor registrations for the fairs in Ha Noi and Ho Chi Minh City were 151 people and 600 people respectively. The attendance number for the fairs was counted based on registrations per interested students, rather than the number of fair visitors.

The Agent Seminars and Market Updates were held in the two cities on either side of the fair dates and were well attended by Agents and New Zealand Institutes.

In Hanoi – 52 agents attended and 34 in Ho Chi Minh City.

The main brand images used to promote the New Zealand Education Fairs in Vietnam were Trusted, Adventurous and Lively.

The promotional activities included newspaper advertising and articles, street banners, websites, student leaflet distributors, cell phone SMS, radio, airport billboard and e-tools.

The registration data collected showed in Ho Chi Minh City 35% of visitors learned about the fair through newspapers, 13% from Friends or Relatives and 12% via website advertising. In Hanoi, 19% through Newspapers, 17% stated that they knew about the fair through street banners and 13% from Friends or Relatives.

Newspaper advertising and articles, word of mouth via friends and family, websites, and street banners were the most effective marketing channels among those used.

In Ho Chi Minh City registrations recorded 40% interest in studying at undergraduate level, 34% in Masters Degrees and 9% at secondary schools. Hanoi received study interest of, 45% intending to study at Master's level, 27% at undergraduate level and 17% at secondary schools.

A breakdown of the type of intended study courses included:

In Ho Chi Minh City 37% in Humanities Studies/Social Sciences, 16% in English Language, 9% in IT/Computer Sciences and 9% in Science/Technology.

In Hanoi, visitor's interest was 24% in courses in Humanities Studies/Social Sciences, 18% in English Language and 12% in IT/Computer Sciences.

Please see Appendix A

2. Event Details

2.1 Promotional Activities

The main brand image that was used to promote the New Zealand Education Fairs in Vietnam was the Trusted image. The secondary images used were Adventurous and Lively. These images were chosen via consultation in the Vietnam market as they represent New Zealand education, for the following reasons:

Trusted image



The Trusted picture shows a nice university background and the content of the caption emphasizes the advanced facilities, resources and people at New Zealand institutes. Vietnamese people care about the quality of their education pathways and this image is thought to represent this.

Adventurous



The Adventurous images illustrates that New Zealand does not only provide a high quality academic education but also gives you opportunities to enjoy life and make friends. The awareness of having a quality education, while having a good quality of life has increased in Vietnam. This picture also reflects a mix of nationalities in New Zealand.

Lively



The Lively images were used to educate people in Vietnam who are not fully aware of New Zealand as a music destination. The music culture in New Zealand is something that parents and students should know about. The picture is nice and lively which reflects the energy and fun life awaiting students in New Zealand.

The pre - fair promotion included:

Publication	Date	Advert Size	B/W or Colour
TuoiTre News	16 – 26 March	½ Page - 11 installments	B/W
Thanh Nien News	16 – 26 March	½ Page - 11 installments	B/W
Thoi Bao Kinh Te Vietnam newspaper	19, 21, 23 – 26 March	½ Page - 6 installments	B/W
Vietnam News	20, 22 – 26 March	½ Page - 6 installments	B/W
Phu Nu newspaper	22, 24 – 26 March	½ Page - 4 installments	B/W
Tiep Thi Gia Dinh newspaper	22 & 25 March	½ Page - 2 installments	B/W
Giao Duc Thanh Pho (HCM Education News) newspaper	16, 18, 21, 23, 25 March	½ Page - 5 installments	Colour
Lao Dong News newspaper	17 – 26 March	½ Page - 10 installments	B/W
Hanoi Moi newspaper	17 - 26 March	½ Page - 10 installments	B/W
Hoa Hoc Tro newspaper	20, 23 & 25 March	½ Page - 3 installments	B/W
Articles			
Saigon Tiep Thi	24 March	½ Page	B/W
Website Advertising			
TuoiTe online	20 – 26 March	N/A	Colour
24H online	20 – 26 March	N/A	Colour
Vnexpress online	20 – 26 March	N/A	Colour
Dan Tri online	20 – 26 March	N/A	Colour
Mang Du Hoc online	20 – 26 March	N/A	Colour
Ngoi Sao Online	20 – 26 March	N/A	Colour
SMS on Cell-phone	24 March	Text advertising by cellphone - SMS 2,000 texts per city. Total - 4,000 SMS	N/A
Radio: - VOV transport - XONE FM, VOV3	23, 25 March 2 times/day		
nzeducated.com/vnstudy	From early November 2010	This is the official website for the fair and fair details. Links to all participating institutions' websites are included on this page	
E – tools including: An email signature, A Web Ad A Web Banner	January 2011	These e - tools are designed and sent out to the New Zealand Institutes, Education Agents, Alumni and Offshore Contacts to be more widely distributed. Please visit here for more details www.educationnz.org.nz/vietnam-promotional-2011	Animated and Colour

City	Location	Media	Type
Hanoi	20 locations around the city	Street Banners	Colour
Ho Chi Minh City	25 locations around the city	Street Banners	Colour

PR Activity:

40 students handed out 10,000 flyers to the public, dressed in graduation uniform, in both cities.



Airport Billboard:

Education New Zealand undertakes generic promotions in Vietnam to help raise the profile of New Zealand Education through the 'Study in New Zealand' message. To promote New Zealand Education in Vietnam, we had a year's booking of a 4m wide by 2.4m high billboard located in the public access Departure area of the Domestic Terminal of Tan Son Nhat Airport, HCMC.

To add to the intensity and promote the fairs, we also booked the billboard next to our existing banner for a period of one month prior to the fairs. The annual passenger numbers through this airport was estimated to be 13 million. Please see the two designs side by side as they appear at the airport.



Left: Generic "Study in New Zealand" banner

Right: PACE Fairs Promotions

On-going promotion

Due to a high profile location and feedback the billboard advertisement has been extended and will now run from May 2011 - May 2012.

Updated data shows an estimated 18 million passengers used this airport in 2010. The 'call to action' in the billboard is www.newzealandeducated.com with an updated image used, please see below:



For further detail and updated generic promotions please visit www.educationnz.org.nz/viet-nam
*please note you will need to be logged in to view this page

2.2 Participants/NZ Representatives

Institute Name	Participants Name	Events
ACG – Academic Colleges Group	Kim Harase	Hanoi, HCMC
AUT University	Frances Little	Hanoi, HCMC
Avondale College	Rachel Stirling	Hanoi, HCMC
Bay of Plenty Polytechnic	Richard van der Jagt	HCMC (*Hanoi)
Carmel College (S.I.E.N.S)	Donna Masters	HCMC
Epsom Girls Grammar School	Deborah Ward	Hanoi, HCMC
Kelston Boys High School	Lyn Malaugh	Hanoi, HCMC
Logan Park High School	Catherine Graham	HCMC
Macleans College	Warren Yardley	Hanoi, HCMC
Manukau Institute of Technology	Kerry Clarke	HCMC
Massey University	Farnaaz Mohammed	HCMC (*Hanoi)
National Technology Institute	Isaac Phua	Agent Seminars only
Otago Polytechnic	Susie Scott	Hanoi, HCMC
Pacific International Hotel Management School	Jimmy Huang	HCMC
Pakuranga College	Denise Berry	Hanoi, HCMC
Rosmini College (S.I.E.N.S)	Andre Basel	HCMC
Southern Institute of Technology	Pat Mao	Hanoi, HCMC
St Mary's School (S.I.E.N.S)	Paul Engles	HCMC
Taylor's College	Nicola Conway	Hanoi, HCMC
The Campbell Institute	Tim Brown	Hanoi, HCMC
The University of Auckland	Miranda Herbert	HCMC
The University of Waikato	Susan Law	Hanoi, HCMC
Unitec Institute of Technology	Jude Lydia	Hanoi, HCMC
University of Otago	Victoria McEniery	Hanoi, HCMC
Victoria University of Wellington	Roger Armstrong	HCMC
Waitakere College	Frances Thyberg	Hanoi, HCMC
Waiuku College	Alison Hollier	HCMC
Wellington College	Michael Pallin	Hanoi, HCMC
Wellington East Girls College	Annette Cumming	Hanoi, HCMC
Wellington Girls' College	Heather Twigg	Hanoi, HCMC
Wellington Institute of Technology	Jason Matangi	Hanoi, HCMC
Westlake Girls High	Elizabeth Mead	Hanoi, HCMC
Whitireia New Zealand	Greg Walton	Hanoi, HCMC

(*Hanoi) institute attending with joint partnership agreements

2.3 Market Briefing

The Market Briefing was held in Hanoi, at the Melia hotel from 8.30 to 9.30 am on Friday 25 March. The Market Briefing covered Vietnam education development information, general Immigration New Zealand updates, a summary of the promotional campaign and events' schedule for the New Zealand Education Fairs. Other key demographics surrounding the Vietnam Economy and its performance were also covered.

2.4 Seminar Schedule

A 'Study in New Zealand' seminar was held in Ho Chi Minh City on 27 March from 10:00–11.00am. Approximately 100 people attended the seminar in Ho Chi Minh City.

2.5 Agent Seminars/Market Updates & Networking Function

Agent Seminars

Two Agent Seminars were held in the New Zealand Education Fair cities. The schedule consisted of morning seminars for the education agents to meet with the New Zealand representatives followed by an afternoon update.

Prior to each Agent Seminar a soft copy of pre-registered Agent Profiles was sent to all the participants. A hard copy was given to them at the beginning of each seminar.

In Hanoi 52 agents attended the seminar and 34 in Ho Chi Minh City totalling 86.

Of the agents who pre- registered and appeared in the booklet 56% attended Hanoi and 38% attended Ho Chi Minh City. Many new registrations were taken on the day.

The results found:

Hanoi Agent Seminar

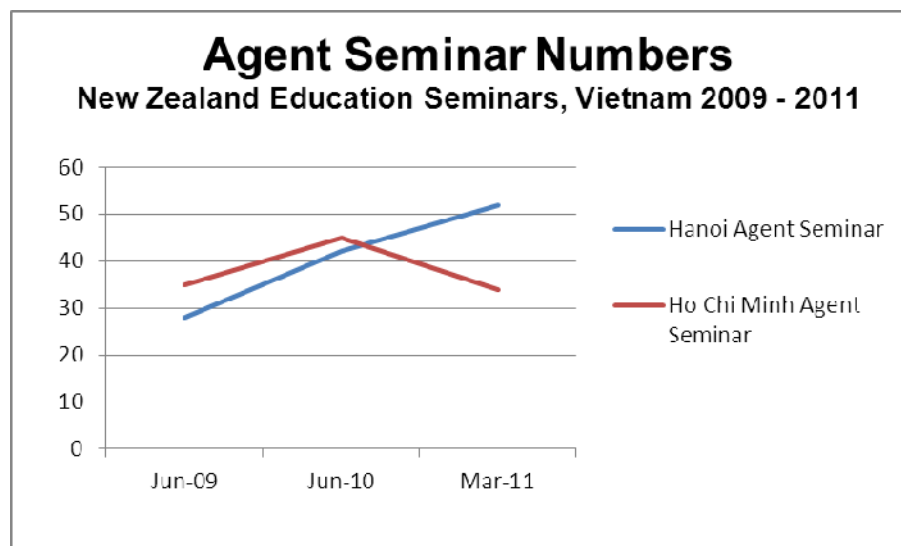
Agent Booklet registrations:	48 (27 attended)
Agents who registered on the day:	25
Total number of agents:	52

Ho Chi Minh City Agent Seminar

Agent Booklet registrations:	53 (20 attended)
Agents who registered on the day:	14
Total number of agents:	34

The numbers of Education Agents attending our seminars is on the rise over the past three years with more interest in this format.

In 2009 - 63 agents attended the seminars in both cities and this year the number has increased to 86 agents. However a decline has been seen in those numbers attending the Ho Chi Minh City Seminar.



Schedule of the Agent Seminars:

CITY	DATE	TIMING	VENUE
Ha Noi	Friday, 25 March	9.30 am – 12.00pm	Melia Hanoi Hotel Function room 7, Level 2 44B Ly Thuong Kiet Street Hoan Kiem District Hanoi
Ho Chi Minh	Monday, 28 March	9.00am – 12.00pm	Park Hyatt Saigon Ballroom 1 2 Lam Son Square, D.1, HCMC

Market Updates

Following an Education New Zealand hosted lunch, a scheduled agent update was held in the afternoon, in both cities. Graham Sims – the New Zealand Trade Commissioner provided updates from Immigration New Zealand.

Schedule for the Agent Market Updates:

CITY	DATE	TIMING	VENUE
Ha Noi	Friday, 25 March	2.00pm – 3.00pm	Melia Hanoi Hotel Function room 7, Level 2 44B Ly Thuong Kiet Street Hoan Kiem District Hanoi
HCMC	Monday, 28 March	2.00pm – 3.00pm	Park Hyatt Saigon Ballroom 1 2 Lam Son Square, D.1, HCMC

Networking Function

In Hanoi on Friday 25 March the New Zealand Ambassador hosted a networking evening at her residence which New Zealand representatives and the New Zealand Specialist Agents from Hanoi were invited to.

2.6 Giveaway Items

Branded giveaway items distributed at the New Zealand Education Fairs included:

- The fair booklet*
- Branded pens
- Branded bags
- Study in New Zealand Generic Brochures*
* in Vietnamese

Branded Education New Zealand USBs were distributed during the Study in New Zealand Seminar “quiz session” on 28 March in Ho Chi Minh City.

2.7 Attendance & Visitor Data

A total of 751 people visited the New Zealand Education Fairs in Vietnam in March 2011.

The attendance numbers for the Fairs has been based on registrations completed:

Registered numbers for Hanoi was 151 and for Ho Chi Minh City were 600. These numbers were a decrease on 2010 figures but in Ho Chi Minh City the figure is up from 2009.



Visitor Registration Data has been analysed with the graphs appearing in Appendix A and a summary of the findings has been outlined in the Executive Summary

2.8 De-briefing with New Zealand Representatives

1. Most attendees felt the fairs ran smoothly and were satisfied with most aspects of the event.
2. Feedback indicated that parking at Park Hyatt was too expensive for students. It is 8 – 10 times more expensive than the normal rate.
3. One institution complimented the appearance of the booths.
4. One institution would like more accommodation options available.

3. Summary of Participants' Evaluations

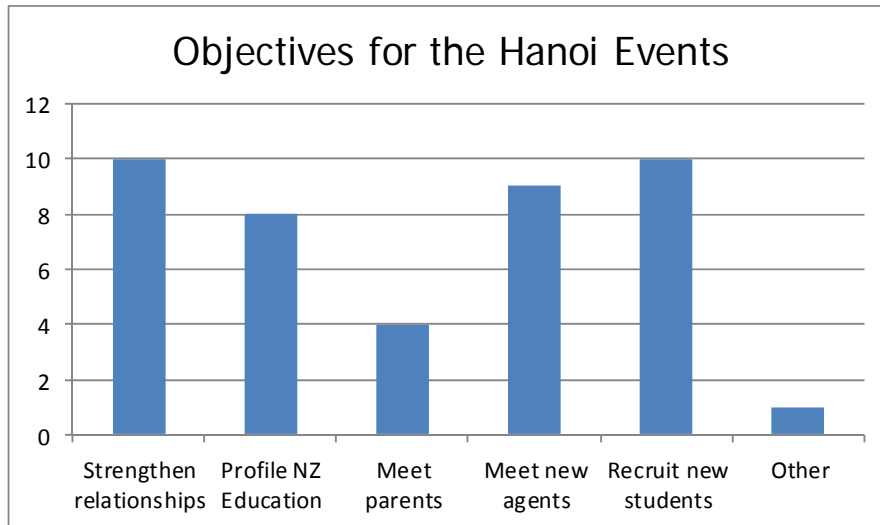
Of the thirty-three New Zealand participants, thirteen submitted evaluation forms to Education New Zealand. Feedback is critical and really appreciated, thank you.

Eleven attended Hanoi (1 the Seminar only) and all attended Ho Chi Minh City.

Feedback showed:

In Hanoi

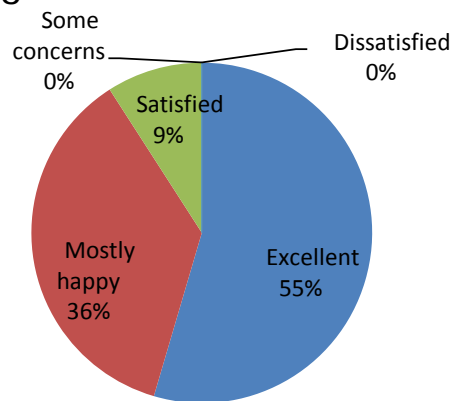
The New Zealand Participant's Objectives for attending included:



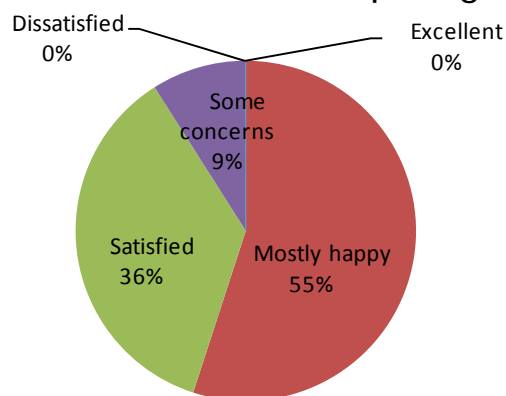
90% felt their objectives had been met, while one felt they had not been met due to not enough students to fulfil their recruitment objective.

Participants rated the organisation and the value of participating as below:

Rate Organisation of the Hanoi events



Rate Value of Participating



From the eleven who attended Hanoi: 8 would return, 2 were unsure and 1 would not but would attend the agent seminar again.

Some successes included:

- Liked the agent seminar and the books with the agent details
- Agents had a good awareness of NZ and were interested in meeting new providers
- Very well organised, good communication and helpfulness
- Excellent hotel, spacious venue and good food
- Material delivered to where it was needed in advance
- Good briefing and presentation
- Fairs were well done

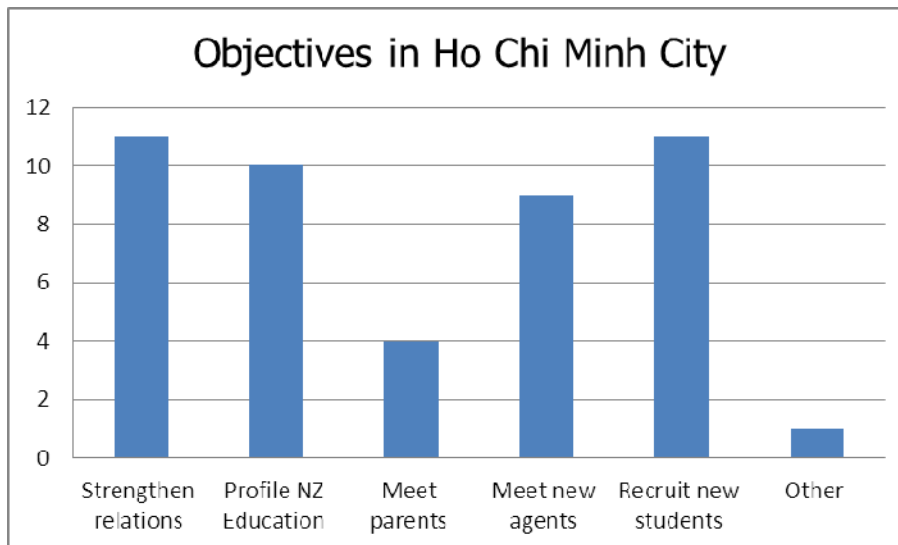
Some suggestions were:

It would be good to have a moveable stand to display materials on if we are not able to display materials on the walls of the venue

Options to pre-order a movable stand which can be made specifically for your dimensions is available for an additional charge. Details are supplied in advance of the venue's strict rules and it is encouraged to bring a pull up banner, when attending these events

In Ho Chi Minh

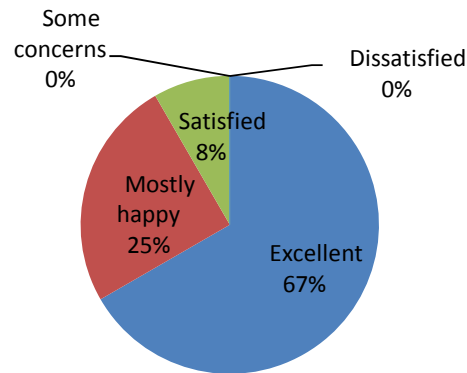
The New Zealand Participant's Objectives for attending included:



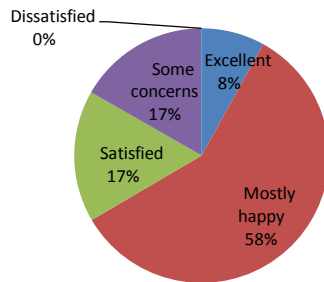
91% felt their objectives had been met, while one felt they had not been meet due to not enough students to fulfil their recruitment objective.

Participants rated the organisation and the value of participating as below:

Rate Organisation of the HCMC Events



Rate Value of Participating



From the twelve who attended Ho Chi Minh City: 8 would return, 3 were unsure and 1 would not but would attend the agent seminar again.

Some successes included:

- The overall events were professional and well organised
- The venue was excellent and wonderful food
- The booth presentation was very attractive, branding looked good and professional
- Arrangement of booths, visible and good positioning
- Pleasant people to be with
- Liked the agent seminar, managed to meet some new agents and thought the agent booklet was good

Some suggestions were:

Good to have additional time before or after the agent seminars to meet with your own agents

It would be good to know the street addresses of the venues in local language

Hold the fair earlier in March to avoid other country events, feedback from a Vietnamese colleague suggested a mid-weekday fair 3 – 7 pm had been held by Australia and UK and had worked well

The timing in March appeared to be close to other country events. It would be good to liaise early, book venues in advance and discuss with the other fair organisers ie. Australia, UK, US etc.

All venues are required to be booked well in advance for these large functions and discussions are had with other country event organisers prior this. All the disclosed information along with the market research is then used to determine the venue and date as early as possible

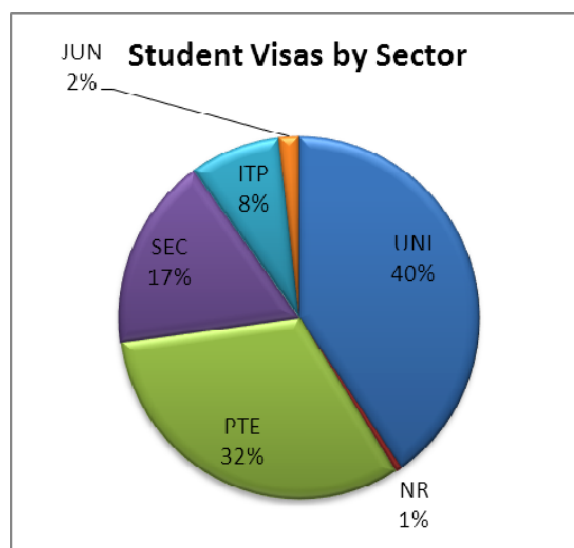
General overall comments

The market briefing pack was full of relevant information

Having the New Zealand Consulate General, his wife and the Ambassador in attendance was excellent

A lot of schools are competing for very few students, a lot of money is spent and preparation needed to attend these fairs. Disappointed on the small audience.

Immigration New Zealand Statistics as at 5 March 2011 shows that Secondary schools received 17% of the Vietnamese students studying in New Zealand, making it the third biggest sector.



There seemed to be few students without parents, a lot of scholarship enquiries and university interested students

After a strong indication from the agents that March was the best time to hold fairs, there appeared to be mixed messages this year

There were differing views with the timing and the earthquake in Christchurch may have had a further effect on overall attendance at the fairs

When asked on which month people would like to see future events held votes received showed:

March – 7 (1 voted earlier in March or if not then June)

June – 5

Others – 3 (included early October before the China events)

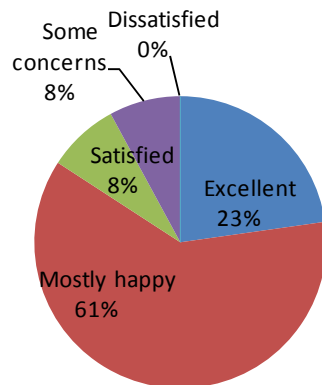
Further notes included:

- March is very difficult for schools so close to the beginning of the year
- March did not seem to bring the benefits hoped by changing from June

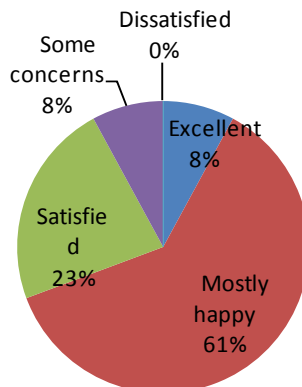
For the event overall

The majority were mostly happy which was similar to the overall value of participation

Rate Overall Satisfaction



Rate Overall Value of Participation



4. Recommendations for Future Events

An annual fair will be planned for 2012 with thorough consultation, as conducted with all PACE events. Extra consideration will be given to:

- Market analysis & event timing (suitable months)
- Competitor countries
- New Zealand Institutes demand
 - * further consultation and feedback will be completed at the August Education New Zealand Conference
- Immigration New Zealand's availability

One main Briefing will be held prior to the events on Friday morning. If some participants miss out on this session due to not attending Hanoi, an additional briefing could be held on Sunday morning in HCMC

Giveaway branded items will continued to be made available for fair visitors and used as an incentive to attract more students

The registration questionnaire will provide relevant and useful information, for continued market analysis

A concise Briefing Pack will be supplied to all and participants are urged to read this prior to travelling

New Zealand participants will be urged to registering early for the 2012 events to avoid disappointment as the Hanoi Fair will have again limited capacity

Prepared by:

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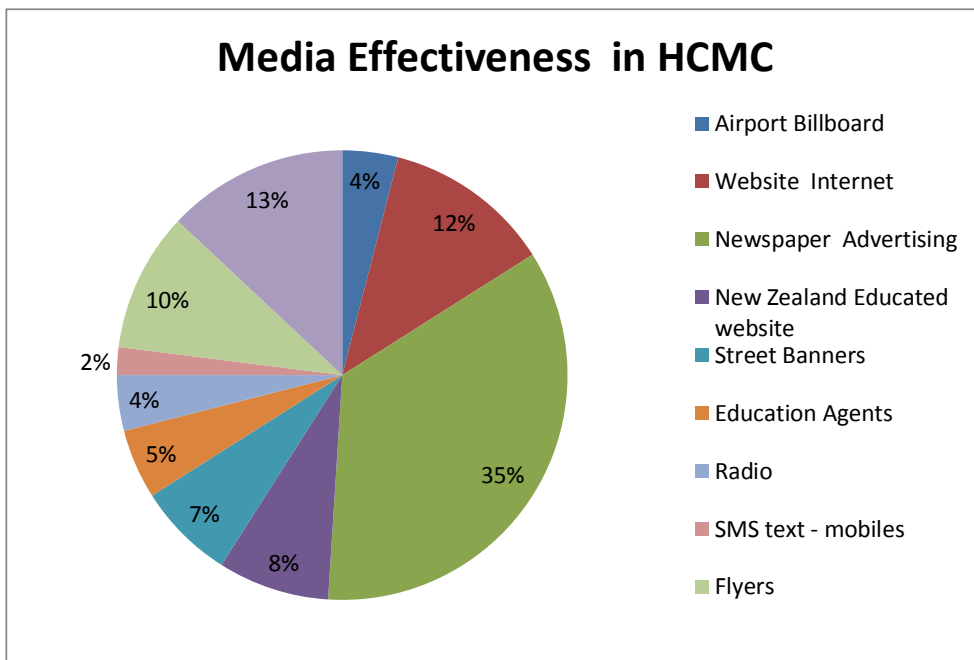
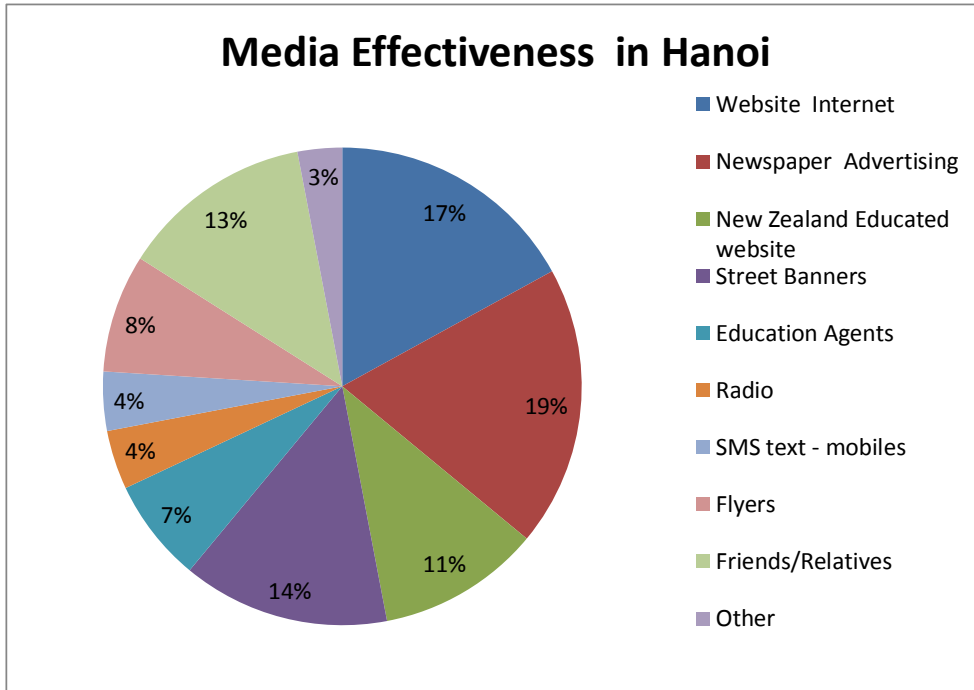
Edits and Additions by:

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Education New Zealand

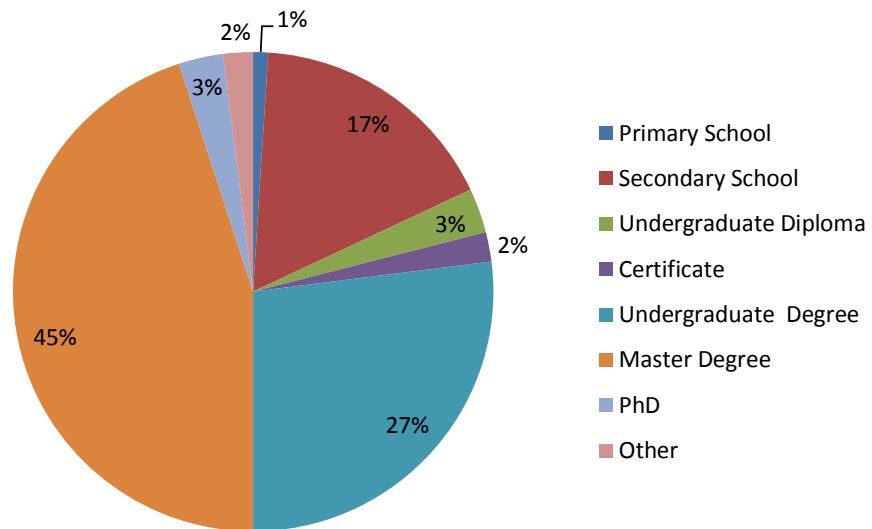
Completion Date: 17 May 2011

Appendix A: Visitor Data and Analysis

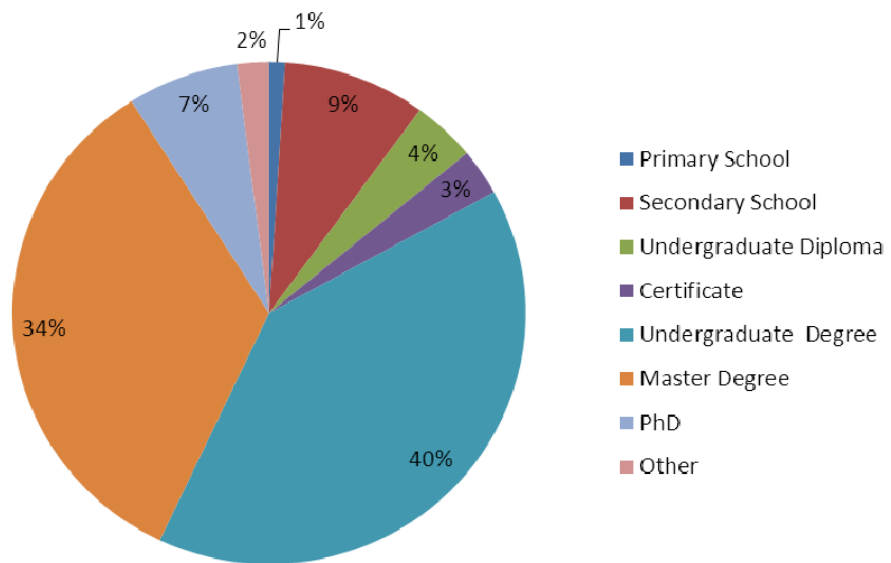
Visitors Analysis in Ha Noi and Ho Chi Minh City – March 2011:



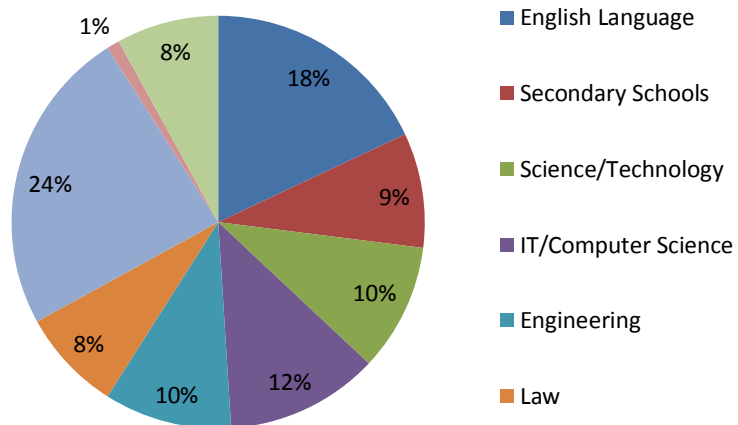
Intended Level of Studies - Hanoi



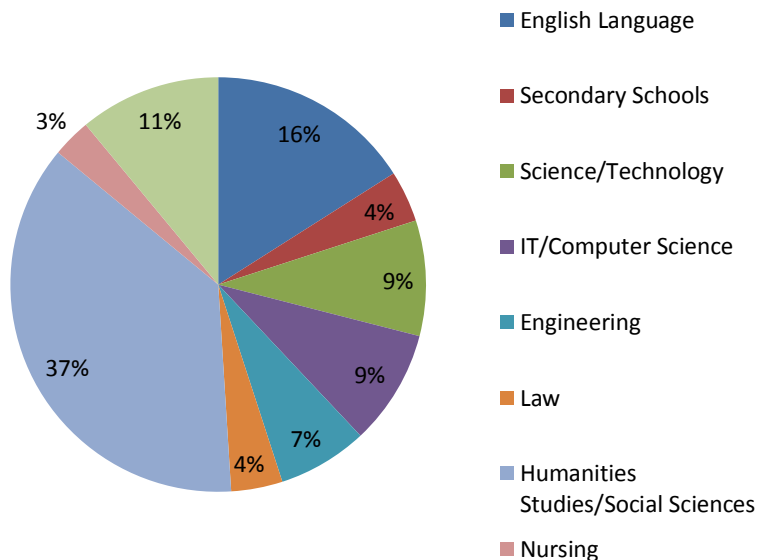
Intended Level of Studies - HCMC



Intended Study Courses - Hanoi



Intended Study Courses - HCMC



Appendix B: Photos

Photos of the Fair can be found through flicker at:
www.flickr.com/photos/27527622@N04/sets/72157626730597000/show