

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 months after the event date.

Name of Event New Zealand Education Fairs

Country Name Malaysia

Event Date 31 July – 7 August 2011

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1. Executive Summary

- The New Zealand Education fair in Kota Kinabalu was held on Sunday 31 July. The New Zealand Education fair in Penang was held on Thursday 4 August and the New Zealand Education Fair in Petaling Jaya was held on Sunday 7 August 2011
- Eight Universities, three Institute of Technology/Polytechnic and one Private Training Establishment participated in the New Zealand education fairs in Kota Kinabalu, Penang and Petaling Jaya.
- A total of 906 people attended the 3 fair venues. Kota Kinabalu received 270 people; Penang received an attendance of 105 people and Petaling Jaya totalling 531 people.
- Advertising and promotional budgets were increased for the July/August 2011 fairs. Print media continues to be the most effective form of advertising. Banner advertising has proven to be an effective advertising tool in Kota Kinabalu and Penang. Billboard and two Bus-stop advertisements were displayed in Petaling Jaya. Radio Commercial advertising on two radio stations i.e. HITZFM and LITEFM.
- The Muslim fasting month began on 1st August 2011. The fasting month may have had some impact to the fairs in terms of heavy traffic in the cities
- Education New Zealand hosted a dinner in Petaling Jaya for New Zealand institution representatives and extended the invitation to other New Zealand Representatives on Sunday, 7 August 2011
- NZ participants commented that most parents and students came prepared with specific questions about courses and institutions and also enquiring on education opportunities.
- The generic "Study in New Zealand" seminars were held at each fair location. The seminars were very well attended. Some visitors timed their visit to the fair to attend the seminar.
- There was good agent participation at all venues. We will continue to encourage agent support at the fairs.
- Overall the fair participants were very pleased with the organisation of the fairs and also with the good attendance at the three locations.
- Our appreciation to the Immigration New Zealand and the Education Counsellor for their participation and support in the Malaysian market.

2. Event Details

2.1 Promotional Activities

Publicity for the New Zealand Fairs targeted:

- Students via posters and flyers at schools, colleges, universities, sponsorship agencies, government agencies/departments, education agents and High Commission office;
- Parents and students, via major daily newspapers, radio commercial, internet, emails, banners, billboard and bus-stop advertising.

Newspaper advertising remains the most effective means of promotion at all locations.

Summary of Promotional Activities

<p>NEWSPAPER ADVERTISEMENTS</p>	<p>The Star – 9 insertions (national) New Straits Times – 6 insertions (national) The Sun (free paper, distribution in Peninsular Malaysia only) – 1 insertions Selangor Times – 2 insertions Malaysian Today (largest youth publication in Malaysia) – 2 insertions equivalent to online email blast to 15,000 members Kwong Wah Yit Poh – 5 insertions (Penang) Sin Chew Jit Poh (Chinese Daily – National) – 1 insertions Oriental Daily Express (Chinese – National) – 3 insertions New Sabah Times – 9 insertions See Hua Daily (Sabah) – 8 insertions Borneo Post (Sabah) – 4 insertions Daily Express – 5 insertions OCDN – 7 insertions (See the appendix for a copy of the fair advertisement)</p>	<p>Total of 62 newspaper advertisements were placed in popular newspapers. This is an increase from 55 inserts in March 2011</p>
<p>RADIO COMMERCIAL</p>	<p>Radio commercial advertising the fairs were broadcast on 120 spots of 30 seconds each spot over 12 days on HITZ FM and LITE FM. This was an increase of the 90 placed during the March fairs.</p>	<p>Please contact Laurette if you would like to listen to the mp3 advertisement</p>

PRESS RELEASE / EDITORIAL	<p>Press releases in English and Mandarin were sent to all major newspapers. (please contact Laurette if you would like to see a copy of this release)</p> <p>Articles on the fair were featured in 8 newspapers. (See the appendix for 2 pages of media articles)</p>		<p>Articles on the fair were featured in the New Straits Times, The Star, New Sabah Times, See Hua Daily, Kwong Wah, Borneo Post, Oriental Daily and Sin Chew,</p>
BANNERS	<p>A banner was displayed outside the education fair hotels in Kota Kinabalu and Penang for several days before the fair.</p> <p>26 banners were displayed in Kota Kinabalu and 15 in Penang close to schools, relevant institutions and other strategic locations for two weeks before the fairs</p>		<p>Please refer to the appendix for pictures of banners in Kota Kinabalu and Penang</p>
BILLBOARD ADVERTISEMENT	<p>A 'Study in New Zealand' 12 foot by 41 foot billboard was displayed along Taman Tun Dr Ismail. The approx. traffic driving by the billboard is 450,000 per day, in a high profile neighbourhood, near popular shopping malls, colleges, MediaPrima TV broadcasting station and fast food outlets. Foot traffic is also possible due to the side pedestrian walkway, and nearby apartments and hostels</p>		<p>The rental of billboard was for 6 months and expired at the end August 2011</p>
INTERNET ADVERTISING	<p>The fair was advertised through the New Zealand Educated Student website at nzeducated.com/myfair</p> <p>The New Zealand Education Providers are listed here with links to their websites</p>		
FLYERS	<p>3000 flyers in colour were distributed to Public & Private Secondary Schools, Independent Chinese Schools, International Schools, Colleges, Universities, Education Agents, Education /Scholarship organisations and relevant Government Ministries</p>		
DIRECT MAIL	<p>Post</p> <p>1400 posters mailed to the above as well</p>	<p>Faxes</p> <p>Faxed the fair information to schools in Sabah, Penang, Petaling Jaya, Putrajaya & Kuala Lumpur. Also</p>	<p>Email</p> <p>Total of 152 e-mails to enquiries, universities, colleges, Chinese Independent Schools, Teacher Training Colleges, ministries and other government agencies</p>

		to other states of Kedah, Perlis, Perak, N.Sembilan, Malacca and Johor	
EMAIL SIGNATURES, WEBSITE ADVERTISEMENT AND BANNER ICONS	The e-tools form of advertising has proved to be an effective form of promotion and was continued for these fairs. An email signature, website advertisement and banner were created and sent out to all those involved at the beginning of this project. New Zealand Institutes, Specialist agents, and overseas representatives were sent these to forward into Alumni, friends, and family interested in Studying in New Zealand.		

2.2 Participants/NZ Representatives

Twelve NZ institutes attended fairs in Malaysia, though not all institutes participated at all events. This included 8 universities, 3 ITPs and 1 PTE. Immigration New Zealand participated in Penang and Petaling Jaya.

Institution Name	Participant Name	Kota Kinabalu	Penang	Petaling Jaya
AUT University	Marilyn Henneker	√	√	√
CPIT	Beth Knowles	√	√	√
Lincoln University	Julian Becker		√	√
Massey University	Farnaaz Mohammed	√	√	√
Southern Institute of Technology	Ken McDonald, Bharat Guha	√	√	√
Taylors College	Nicola Conway	√	√	√
Universal College Of Learning	Fiyon Neau, Shirley Khaw (GONZGO)			√
University of Auckland	Carol Tham (Selset)			√
University of Canterbury	Jean Williamson	√	√	√
University of Otago	Victoria McEniery	√	√	√
University of Waikato	Elle Freestone	√	√	√
Victoria University of Wellington	Hannah Lawrence, Jade Chiam		√	√

Immigration New Zealand staff and the Education Counsellor from the New Zealand Ministry of Education also met with representatives.

New Zealand Specialist Agents

All three fairs were well represented by our New Zealand Specialist Agents. These agents' details can be found on our website at www.newzealandeducated.com/nzsamy

Please do continue to keep in contact with these agents.

1. Introduction

The Malaysian government is investing in the education sector to encourage foreign students to study in Malaysia. Around 75,000 foreign students are currently studying in Malaysia, many at private institutions.

Malaysia's plan to create an education hub includes the introduction of Malaysia's Prime Minister Datuk Seri Najib Tun Razak three programmes designed to spearhead the nation's drive to become a developed nation by the year 2020.

The government is encouraging private sector growth in education to fulfill several goals, including driving competition and encouraging public sector institutions to improve and upgrade. Education initiatives by the private sector have reportedly resulted in efficiency gains. One good example is a recent Higher Education Scholarship Fund 2011 of around RM3.7 million (NZ\$1.5 million) by the Malaysian Association of Private Colleges and Universities (MAPCU) in partnership with The Sun. This type of initiative creates opportunities for top students to excel further and in return contribute to the development of the country. The 2011 Malaysia Budget held a substantial spending injection for the restructuring and strengthening of education.

For New Zealand Institutions, Malaysia is a key tertiary market. In 2010, Malaysia was the tenth largest market for New Zealand, during that year, 2,133 Malaysian Students studied in New Zealand. In comparison, the largest player in the Malaysian market, (Australia,) had 20,000 international Malaysian students in 2010.

The Major Player in the market

Australia still remains the major competitor; they undertake prominent marketing activities and take part in most education events in Malaysia. It is evident that Australia has sufficient funds to undertake major promotions in Malaysia. Australia Education International and AUSTRADE offices in Kuala Lumpur work closely together to conduct forums, seminars and fairs throughout Malaysia.

Future Planning

Malaysians are very interested in international education opportunities. It is recommended that New Zealand tertiary institutions in particular, work closely with Malaysian institutions to build and maintain good relationships, to foster long term support and collaboration.

Education agents in Malaysia representing New Zealand institutions play an important role in servicing students interested in studying in New Zealand. It is important to work closely with education agents. For the contact information of the New Zealand specialist agents in Malaysia, please see www.newzealandeducated.com/nzsamy

To further help with your continued work in this market please refer to Education New Zealand www.educationnz.govt.nz on market activities, statistics, Post event reports and county specific market information

2.4 Presentations and Speeches

"Study in New Zealand" seminars were held in all three venues, once in Kota Kinabalu & Penang and twice in Petaling Jaya.

The Study in New Zealand seminars were run as follows and all were well attended:

City	Date	Time	Attendance
Kota Kinabalu	Sunday 31 July	2.00pm – 2.30pm	51
Penang	Thursday 4 August	4.00pm – 4.30pm	34
Petaling Jaya	Sunday 7 August	12.30pm – 1.00pm	84
Petaling Jaya	Sunday 7 August	2.30pm – 3.00pm	36

2.5 Fair Schedule

The New Zealand Education fairs were held in Kota Kinabalu, Penang and Petaling Jaya as follows:

DAY/DATE	VENUE	TIME
Sunday, 31 July	Le Meridien Hotel KOTA KINABALU	11.30 am to 4.30 pm
Thursday, 4 August	Traders Hotel, PENANG	2.30 pm to 6.30 pm
Sunday, 7 August	Grand Dorsett Hotel, Subang PETALING JAYA	11.00 am to 5.00 pm

The New Zealand Trade Commissioner was not able to be present on Sunday 7 August but her contribution to the Wrap Up dinner that evening was appreciated.

2.6 Giveaway Items

Items	Kota Kinabalu	Penang	Petaling Jaya
Bags (giveaways)	250	250	500
NZ Specialist Agents Info Sheet	250	250	500
NZ Institution Profile	250	250	500
Handbook Courses & Costs	150	150	300
University Directory	100	50	100
Secondary School Directory	100	100	100
Bookmarks (giveaways)	300	300	500
Notepads (giveaways - seminar)	100	100	100
Pens (giveaways)	250	250	500
T-shirts (prizes – seminars)	4	4	8
USB (prizes – seminars)	5	5	10
Tiki necklace (prizes for visitors)	5	5	10
Mobile cleaners (giveaways – seminar)	30	30	70
Timers (prizes – seminars)	3	3	6

New Zealand Educated branding was prominent on all the giveaway items.

Other general promotional materials made available included:
 Student Rate of Air Travel to NZ brochures (MSL Travel Agent)
 Immigration New Zealand Student Visa Checklist (Kota Kinabalu only)

2.7 Attendance

A combined total of 906 visitors attended the fairs

City And Date	NUMBER OF VISITORS
Kota Kinabalu (July 31)	270
Penang (August 4)	105
Petaling Jaya (August 4)	531
Total	906

2.8 Visitor Data

Visitor Data

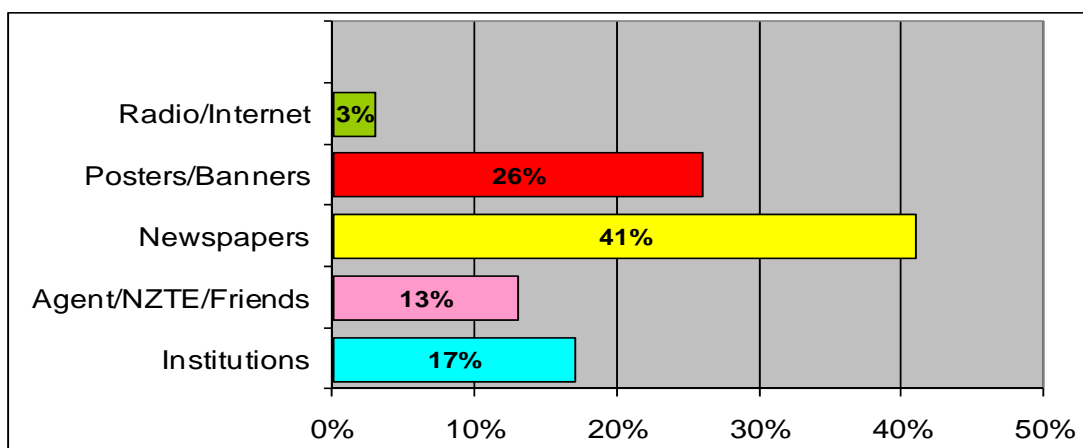
A total of 906 people visited the fairs in Kota Kinabalu, Penang and Petaling Jaya. The following is an analysis of those who registered.



Kota Kinabalu – 31 July 2011

- The number of visitors who attended the New Zealand Education Fair in Kota Kinabalu has increased since the last annual fair.
- This year 270 people attended, 165 registered and approx. 50 attended the seminar. This was an increase from the 220 visitors and 126 registered last year. Attendance to the seminar fell slightly from approx. 60 to 51 visitors
- Print Media proved the most effective way to promote the fair in Kota Kinabalu, which is a shift from poster and banners as the most effective advertising medium last year
- All the other media tools showed a similar effectiveness

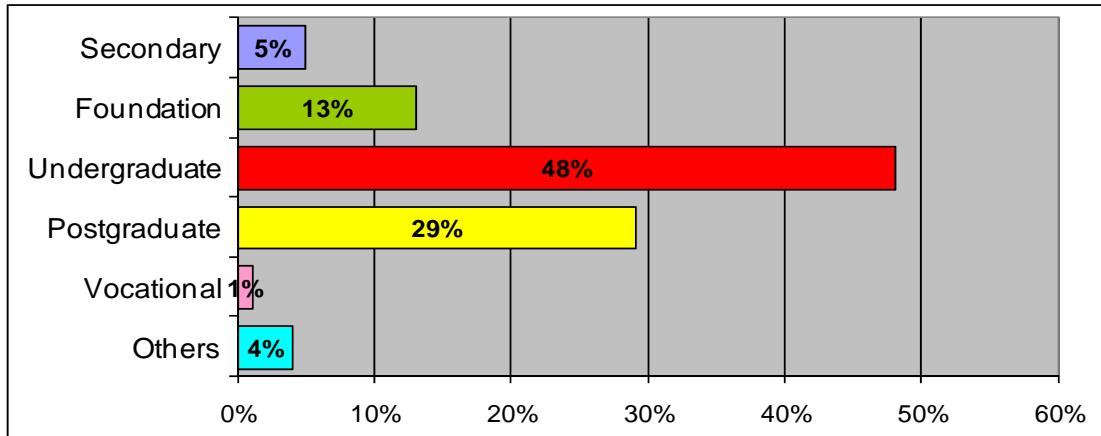
a) Question: How did you hear about the New Zealand Fair?



b) Question: What education level entry are you interested in?

(NB: Others refer to language courses or courses not listed in sector specific)

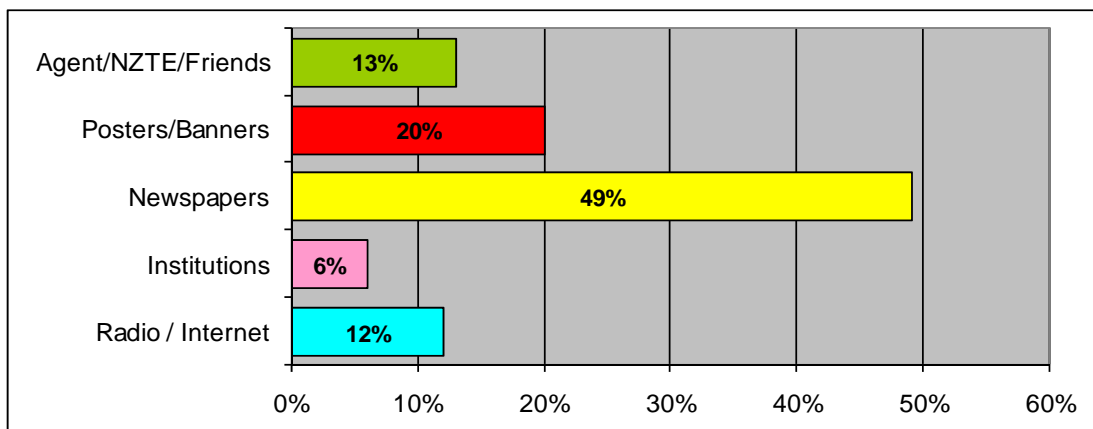
- Undergraduate students received the most number of enquiries followed by postgraduate and foundation studies.
- There were less secondary, foundation & vocational enquiries compared to 2010; postgraduate enquiries almost doubled from 16% recorded in August 2010
- "Others" enquiries rose to 4%



Penang – 4 August 2011

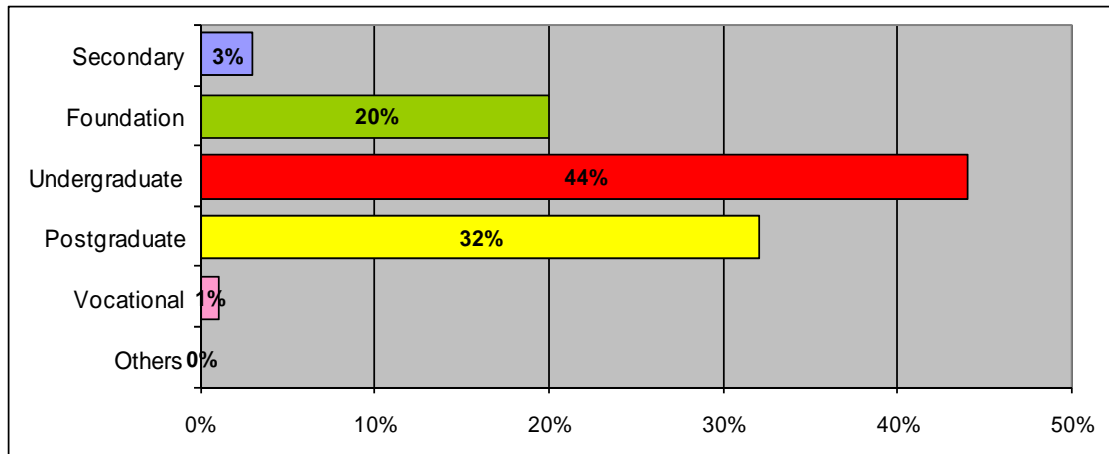
- 105 people visited the New Zealand Education, fair at the Traders Hotel in Penang. 77 people registered and 34 attended the seminar. Most were from Penang and the Northern states. This number had decrease since March 2011, where we saw 159 visitors to the fair and 112 registered.
- Print media was the most effective advertising median to promote the fair in Penang followed by posters and banners. This was similar to the March Penang 2011 fairs, though slightly more effective.
- Institutional word of mouth promotion saw a decrease from 13% to 6%
- All the other promotional tools had a similar effectiveness as the previous year

a) Question: How did you hear about the New Zealand Fair?



b) Question: What education level entry are you interested in?
(NB: Others refer to language courses or courses not listed in sector specific)

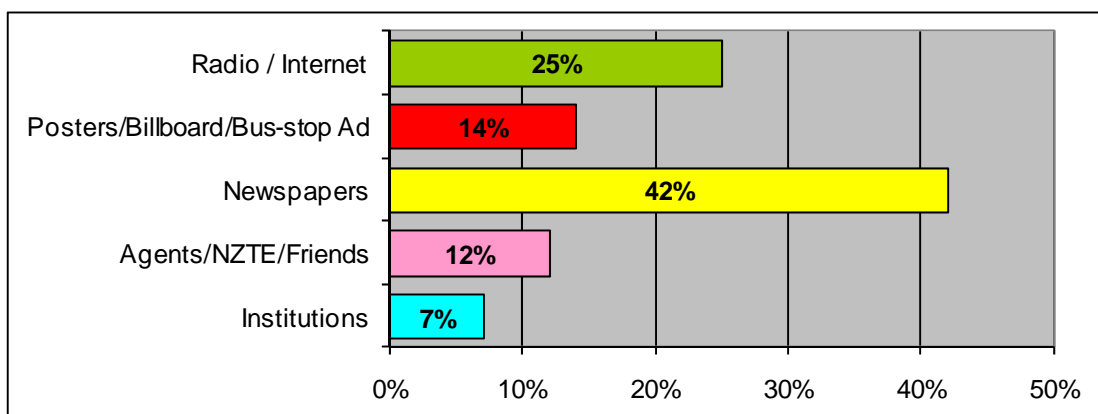
- Most enquiries received were for undergraduate studies however this was a decrease from the proportion of enquiries that was received in March which made up 65% of enquiries.
- Foundation studies had an increase of 5% of enquiries, while postgraduate study enquiries had over double what was received in August 2010.
- The proportion for Secondary school enquires decreased by 2%.



Petaling Jaya – 7 August 2011

- The fair held in Petaling Jaya received a very similar number of visitors as recorded at the equivalent March 2011 Fair.
- 531 visitors attended, 260 registered and 120 attended the two seminars.
- Print media still proved to be the most effective way to promote the fair in Petaling Jaya.
- Radio and the internet promotions increased from 16%, while all other promotional sources remained similar to March.

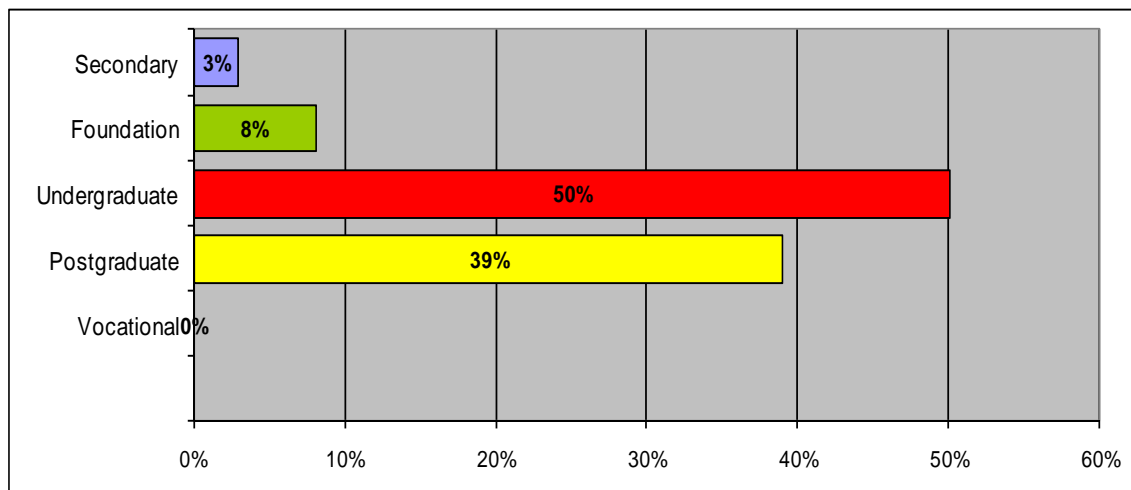
a) Question: How did you hear about the New Zealand Fair?



b) Question: What education level entry are you interested in?

(NB: Others refer to language courses or courses not listed in sector specific)

- Undergraduate enquiries received 50% of all enquiries; however postgraduate enquiries increased from the March 2011 fair at 27%.
- The majority of the visitors were Malaysians from Selangor and Kuala Lumpur.
- Fewer enquiries were received from foreign students in Malaysia compared with previous years



2.9 Comments and De-briefing notes with New Zealand Representatives

Kota Kinabalu

Venue

- All participants were happy with the exhibition room and the accommodation.
- Good size and layout (Tea break in the same hall)
- Service for the fair was very good.
- Hotel staff were very helpful
- Easily accessible and in the centre of town.
- Reasonably better turn out at the fair in Kota Kinabalu than August 2010.
- The seminar was held in a separate room opposite the exhibition hall.

Seminar

- The "Study in New Zealand" Seminar was well attended. Prizes of t-shirts, timers and USBs were given out to students who answered questions during the seminar and mobile cleaners and notepads were distributed at the end of the seminar.

Promotion/Advertising

- Advertisement and promotion was effective. The bags, bookmarks and pens were very popular and are useful promotional tools.
- Newspapers were the most effective publicity tool.
- Banners were effective in areas near institutions and also outside the fair venue.

Timing

- Timing of the fairs was good to coincide with the release of STPM and SPM results.
- Fair was held on a Sunday so that more parents and students are available to visit the fair. The Muslim fasting month which began the day after the fair may have influenced visitor numbers. The Ramadan Fasting month is planned in 2012 from the 20 July - 18 August. The New Zealand education fairs in August 2012 will be held in the second week of this event

Agents

- Overall the institutions were happy with the quality of their agents.

NZ Participants Comments

- Have heard the radio ad as well.
- Happy with the fair response and the quality of enquiries.

Penang

Venue

- Participants were happy with the exhibition room and the accommodation.
- Good service at the event venue.
- The seminar was held in a separate room one level higher to the exhibition venue.
- Preference was to return to Traders Hotel as the fair venue in Penang for future fairs.

Seminar & Speeches

- The "Study in New Zealand" seminar was well attended. Prizes of t-shirts, timers and USBs were given out to students who answered questions during the seminar and mobile cleaners and notepads were distributed at the end of the seminar.

Promotion/Advertising

- Print advertisements were the most effective form of promotion.
- Banners were effective in areas near institutions and also outside the fair venue.
- The bags, pens and bookmarks were very popular.

Timing

- Timing of the fair was good allowing more time for students and parents to visit the fair after school or work.

Agents

- Good support from education agents.
- Overall the institutions were happy with the quality of their agents.

NZ Participants Comments

- Some institutions had planned other interview sessions with students at INTI College through their agents. These sessions were not satisfactory.
- Ms Simone Lee also organised interviews with students at INTI University College in Penang the day before the fair in Penang.
- An agent in Alor Setar, Kedah organised interview sessions with schools in Kedah.
- Participants were pleased with the presence of Immigration New Zealand

Petaling Jaya

Venue

- The function rooms were Melati 1-3, and 5.
- The coffee break was held at Melati Foyer.
- Institutions were evenly spread out in the function room and the foyer area.
- The seminars were held in a separate room adjacent to the exhibition hall.
- Participants were happy with the accommodation. The service of the hotel was good.

Seminars

- Two "Study in New Zealand" Seminars were held and both were well attended.
- Izak Human, the Education Counsellor from the New Zealand Ministry of Education briefed NZ representatives at the Petaling Jaya venue.

Promotion/Advertising

- Advertisement and promotion was effective. The bags, pens and bookmarks were very popular and are a useful promotional tool.

- Print advertisements continued to be the most effective publicity tool.

Timing

- A weekend fair continues to ensure the high visitor numbers especially parents who are available to visit the fair.
- Institutions were happy with the timing of 11am - 5pm.

Agents

- Institutions were required to register the agents who would be assisting them. Agents were given nametags and refreshments were arranged for registered agents.
- Overall the institutions were generally happy with the quality of their agents.

NZ Participants Comments

- Participants were happy with the numbers of quality students with focused enquiries
- Some participants requested whether the fair can be changed to a Saturday instead of Sunday.
- Participants were pleased with the presence of Immigration New Zealand in Subang.

3. Summary of Participants' Evaluations

Of the twelve New Zealand Institutes that participated, seven submitted evaluation forms to Education New Zealand. Feedback is used to formulate and to assist in planning for future events and is really appreciated, thank you.

Of the seven evaluations, six attended Kota Kinabalu, and all seven attended Penang and Petaling Jaya. Feedback showed:

In Kota Kinabalu

- 100% felt their objectives had been met and all would return
- five rated the organisation of the fair as excellent and one was mostly happy
- two rated the value of participation as excellent, two mostly happy, one was satisfied and one had some concerns due to not receiving a great deal of enquiries towards their institution and region

Participant comments on successes included:

- *"Venue was excellent and fair layout was very good"*
- *"Staff were very helpful"*
- *"Promotions appeared to be effective and well-advertised"*
- *"It was my first PACE event and it ran smoothly"*

No suggestions were made

In Penang

- six of the seven felt their objectives had been met
- six of the seven institutes would return
- three rated the organisation of the event as excellent, three were mostly happy and one had some concerns due to the numbers being low
- three were mostly happy with the value of participation, two were satisfied and two had some concerns due to one of the agents dominating the event and lower numbers of visitors to March 2011

Participant comments on successes included:

- *"Organisation was excellent, as was the venue"*
- *"It was well organised"*

Suggestions from participants were:

- *"Consider timing in weekend"*

- *"Look closely at timing of the fair trying to avoid Ramadan and any schools holidays"*
- *"Review banner advertisement placement"*

In Petaling Jaya

- six felt their objectives had been met, while one didn't comment
- all would return
- five rated the organisation of the event as excellent and two were mostly happy
- one rated the value of participation as excellent, four were mostly happy and two were satisfied

Participant comments on successes included:

- *"Overall the organisation of the event was very good and it ran smoothly"*
- *"The dinner was much appreciated"*

Suggestions from participants were:

- *"Recommend investigating a new venue"*

For the fair series overall

- two found it to be excellent and five were mostly happy
- five found pre departure assistance and onsite management as excellent and two were mostly happy

Overall comments & suggestions from participants included:

- *"Consistent communication, early updates on information and having accommodation venues and rates"*
- *"The participants appreciated support from the New Zealand representatives offshore. The Education industry is one of NZ's larger export industries and continued support from the Trade Commissioner would be great whenever possible."*
- *It has been noted that some institutions are being represented by an agent at the New Zealand education fairs. This is of concern to the other institute staff members attending from New Zealand.*
- *Comment was made in regards to the New Zealand map advertisements and the named cities that featured.*

4. Recommendations for Future Events

The promotional budget was increased for the August 2011 fairs.

A mix of advertising medians; Print media, billboard and bus stops, banners, radio along with other forms of media that were regional specific have been effective. The promotional campaigns will continue to be monitored and the best possible will be used for future New Zealand Education Fairs and events.

In regards to New Zealand map used for the promotional and advertising material, the map was originally created with cities that had international airports. We are currently working on the 2012 promotional campaign strategy for Malaysia and will be reconsidered for the next campaign.

INTI College interviews between students and New Zealand institute representatives were held prior to the fair, in Penang. New Zealand participants should understand if additional events are held the day before or the morning of the fair, this is likely to affect visitor numbers and the success of the event.

Immigration New Zealand will continue to be invited, subsidised and encouraged to attend and provide support to all future PACE events. Their involvement is appreciated by Education New Zealand and thanks for their involvement will be extended.

Education New Zealand will continue to invite and encourage in country New Zealand representatives to attend our New Zealand Education Fairs and networking opportunities.

The participation of agents at the fairs is valuable and we will encourage continued agent support at the fairs.

Consignments from institutions were delivered directly to the fair venues; DHL will continue to be our preferred courier.

The visitor data collected at our events will continue to be loaded to the Education New Zealand Lead Management System. As the one central coordination point regular correspondence will be had on New Zealand, Studying in New Zealand and opportunities.

We encourage fair attendees to also follow up on the collected contact details of interested students for their institutions, courses and regions and to maintain their institutional profiles on the www.newzealandeducated.com website.

Education New Zealand will be reviewing the registration policy and looking at the wider issue of local agents representing New Zealand Education Providers. This issue will be raised at the FIMD meeting held on the 6 October and clarification on this will be provided prior to the next New Zealand Education Fair, held in Malaysia in 2012.

We look forward to the New Zealand Education Fairs and New Zealand Inc presence in Malaysia continuing in 2012.

The New Zealand Education Fairs will continue to be held twice yearly in March (including Kuching annually) and August (including Kota Kinabalu annually). The dates planned for early 2012 are:

Sunday, 26 February 2012, Petaling Jaya

Thursday, 1 March 2012, Penang

Sunday, 4 March 2012, Kuching

To view the PACE calendar, please see: www.educationnz.govt.nz/pace

The Petaling Jaya fair will be the first fair held in Malaysia following the PACE New Zealand Education Fair, held in Jakarta on Saturday 25 February. The dates were looked at closely per city, by market and institutional recommendation. Weekend vs weekday's were considered along with transit capability, the best possible dates where chosen based on this.

Suitable venues and locations will be chosen and advised at the earliest possible date, following the regular review.

Registrations for these events will open in November and a minimum number will be required for individual events to proceed. An announcement of opened registrations and event details will be distributed through Enews. We recommend institutes to register early to secure their participation in the event.

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Appendix A

Sample Promotional Material – Poster and Flyer Design

New Zealand Education Fair 2011

Find out all you need to know about studying in New Zealand. Visit the New Zealand Education Fairs and meet with participating Institutions. Please bring along your academic transcripts/school records and/or forecast results.

KOTA KINABALU Sunday, 31 July 2011 Le Meridien Fair Times: 11.30am – 4.30pm Seminar: 2.00pm – 2.30pm	PENANG Thursday, 4 August 2011 Traders Hotel Fair Times: 2.30pm – 6.30pm Seminar: 4.00pm – 4.30pm	PETALING JAYA Sunday, 7 August 2011 Grand Dorsett Suhang Hotel* Fair Times: 11.00am – 5.00pm Seminar: 12.30pm & 2.30pm <small>*Former Sheraton</small>
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For more information and to register* please visit:
www.nzeducated.com/myfair

*registered visitors will go into the draw to win a prize



Appendix B

Sample of NZ Education Fair advertisement


New Zealand Education Fair 2011

Find out all you need to know about studying in New Zealand.
Visit the New Zealand Education Fairs and meet with participating institutions. Please bring along your academic transcripts/school records and/or forecast results.


KOTA KINABALU
Le Meridien
Sunday, 31 July 2011
Fair Times: 11.30am – 4.30pm
Seminar: 2.00pm – 2.30pm

PENANG
Traders Hotel, Penang
Thursday, 4 August 2011
Fair Times: 2.30pm – 6.30pm
Seminar: 4.00pm – 4.30pm

PETALING JAYA
Grand Dorsett Subang Hotel*
Sunday, 7 August 2011
Fair Times: 11.00am – 5.00pm
Seminar: 12.30pm & 2.30pm
* Former Sheraton



For more information:
nzeducated.com/myfair
OR call 03 2078 4612



Sample Media Articles



GREAT EXPERIENCE: Students who spend time in New Zealand often find that their experiences outside of school are just as rewarding as what they learn in the classroom.

High quality and affordable education in New Zealand

KUALA LUMPUR: New Zealand has an international reputation as a provider of quality, affordable education. New Zealand's educational system is based on the British system, so qualifications gained in New Zealand are recognised and transferable around the world. It offers a safe and regulated learning environment, which provides excellent study opportunities and pastoral support to international students.

For students looking to expand their education horizons at an earlier stage, New Zealand schools or foundation studies are an excellent option that can lead seamlessly through to high end undergraduate and other tertiary studies. Alternatively, students seeking a more practical, vocational training that equips them for advanced employment in the likes of service and health industries will find top class internationally recognised courses and qualifications available to them.

A wide range of courses are available in academic, professional and vocational studies at universities, polytechnics and institutes of technology, colleges of education (teacher training), private education providers and secondary schools. International students can earn qualifications ranging from certificates and diplomas to undergraduate and postgraduate degrees.

Most of New Zealand's universities perform well in international rankings, so whichever institution students choose, they will get a quality education. Also, the government uses the New Zealand

Qualifications Authority (NZQA) to monitor the quality of programs across a wide range of New Zealand providers. New Zealand's standards are high at every type of institution.

Many Malaysian students decide to study overseas to get a high-quality education in an English-speaking country. New Zealand offers that opportunity, but also a lot more. Students who spend time in New Zealand often find that their experiences outside of school are just as rewarding as what they learn in the classroom.

The combination of a great educational experience and a wonderful cultural experience is something that international students who come to New Zealand keep with them for their entire lives.

You can find out what courses and degrees are offered by New Zealand institutions by visiting the New Zealand Educated website at www.nzeducated.com/myfair or talking to the New Zealand representatives at the New Zealand Education Fairs.

The fees and living costs for international students in New Zealand are less expensive than with those in Australia, US or the UK. International PhD students in New Zealand pay the same fees as domestic students. For some students, scholarships are available that will help to cover the cost of their New Zealand Education.

International students whose courses last longer than three months are required to have a Student Visa. These visas are issued by Immigration New Zealand. For complete details on how to apply for a student visa, visit their website at

www.immigration.govt.nz.

Some international students are permitted to work with a Student Visa for up to 20 hours per week, and can work full time during the holidays. There are also permits available that will allow graduates to look for work in New Zealand for up to a year after they complete their education.

Students get a chance to explore their study options at the New Zealand Education Fairs which will be held on July 31 July to Aug7. The fairs will bring together representatives from seventeen New Zealand's universities, other tertiary providers and secondary schools.

The fairs are a one-stop centre for school leavers, SPM / STPM students, parents, teachers, student counsellors and working adults seeking educational opportunities and access to the latest information on New Zealand's world-recognised tertiary, postgraduate programmes and secondary school information.

Students are encouraged to come to the New Zealand Education Fair to discuss their study options with these counsellors from the various institutions.

Students intending to apply to study in New Zealand should bring along their original and a photocopy of their forecast results/academic transcripts/school records to the interview. Admission is free.

For further information, please visit www.nzeducated.com/myfair or contact – Ms Bridget Mirandah, Business Development Manager, Education at Tel: (03) 2078-4612 or E-mail: bridget.mirandah@nzte.govt.nz.

New Zealand – the preferred choice

SHAH ALAM: New Zealand has emerged as the new education hub for countries whose education systems share similar traits with the British system.

Besides quality and affordability, their educational system is also based on the British system, so qualifications gained in New Zealand are recognised and transferable around the world.

It offers a safe and regulated learning environment, which provides excellent study opportunities and pastoral support to international students.

For students looking to expand their education horizons at an earlier stage, schools or foundation studies are an excellent option that can lead seamlessly through to high-end undergraduate and other tertiary studies.

Alternatively, students seeking a more practical, vocational training that equips them for advanced employment in the likes of service and health industries will find top-class internationally recognised courses and qualifications available to them.

A wide range of courses are available in academic, professional and vocational studies at universities, polytechnics and institutes of technology, colleges of education (teacher training), private education providers and secondary schools.

International students can earn qualifications ranging from certificates and diplomas to undergraduate and postgraduate degrees.

Most of New Zealand's universities perform well in international rankings, so whichever institution students choose, they will get a quality education.

Also, the government uses the New Zealand Qualifications Authority (NZQA) to monitor the quality of programmes across a wide range of providers.

Standards are high at every type of institution.

Many Malaysians decide to study overseas to get a high-quality education in an English-speaking country. New Zealand offers that opportunity, and a lot more.



Students who spend time in New Zealand often find that their experiences outside of school are just as rewarding as what they learn in the classroom.

You can find out what courses and degrees are offered by by visiting www.nzeducated.com/myfair or talking to representatives at New Zealand education fairs.

The fees and living costs for international students are less expensive than with those in Australia, US or the UK.

International PhD students pay the same fees as domestic students. Scholarships are also available.

Some international students are permitted to work with a student visa for up to 20 hours per week, and can work fulltime during the holidays.

There are also permits available that will allow graduates to look for work for up to a year after they complete their education.

Students can explore their study options at New Zealand education fairs in Kota Kinabalu, Penang and Petaling Jaya from July 31-Aug 7.

The fairs will bring together representatives from 17 New Zealand's universities, other tertiary providers and secondary schools.

For further information, visit www.nzeducated.com/myfair or contact Bridget Mirandah at 03-20784612, or email bridget.mirandah@nztc.govt.nz.

Appendix D

New Zealand Education Fair promotional pictures:



SM all Saints Area (Kota Kinabalu)



Taman Bornion (Kota Kinabalu)



Traders Hotel (Penang)



TTDI Billboard (Kuala Lumpur)