

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 27 February – 6 March 2011

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1. Executive Summary

- Fourteen New Zealand Education Providers participated in the New Zealand Education Fairs in Kuching, Penang and Petaling Jaya in March 2011. This included eight universities, three institutes of technology/polytechnics and three private training establishments.
- A total of 921 people attended the 3 fair venues. Kuching received 228 people; Penang received an attendance of 159 people and Petaling Jaya totalling 534 people.
- Advertising and promotional budgets were increased for the March fairs. Print media continues to be the most effective form of advertising, word of mouth advertising coming in at a close second, including information provided from education agents, New Zealand institutes and representatives. Banner advertising has proven to be an effective advertising tool in Kuching and Penang. Billboard and two Bus-stop advertisements were displayed in Petaling Jaya. Radio Commercial advertising was broadcasted on two radio stations i.e. HITZFM and LITEFM.
- Most visitors had undertaken prior research into New Zealand education opportunities and came prepared with specific questions about courses and institutions. A number of visitors have indicated that they were notified by the agents
- 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.
- Selsat New Zealand Centre hosted a dinner in Petaling Jaya for New Zealand institution representatives and education staff on Sunday, 6 March 2011.
- Overall the fair participants were very pleased with the organisation of the fairs and also with the good attendance at the three locations.
- Immigration New Zealand participated in the March 2011 fairs in Malaysia. Izak Human, Education Counsellor of NZ Ministry of Education briefed NZ institutions on work that MoE is involved with in Malaysia.

2. Event Details

2.1 Promotional Activities

Publicity for the New Zealand Education Fairs targeted:

- Students via posters and flyers at schools, colleges, universities, education agents and the High Commission office;
- Parents and students, via major daily newspapers, radio commercial, internet, emails, word of mouth, banners, billboard and bus-stop advertising.

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

A sample of the promotional materials used for the fair is attached in the appendix

Summary of Promotional Activities

NEWSPAPER ADVERTISEMENTS	The Star – 7 insertions (national), 3 insertions (Northern region), 8 insertions (Sarawak) New Straits Times – 7 insertions (national) The Sun (free paper, distribution in Peninsular Malaysia only) – 1 insertions Malaysian Today (largest youth publication in Malaysia) – 1 insertions Kwong Wah Yit Poh – 4 insertions (Penang) Sin Chew Jit Poh (Chinese Daily – National) – 1 insertions Nanyang Siang Pau (Chinese Daily – National) – 2 insertion Oriental Daily Express (Chinese – National) – 4 insertions See Hua Daily (Sarawak) – 5 insertions Sarawak Tribune – 1 insertion Borneo Post (Sarawak) – 4 insertions International Times (Sarawak) – 7 insertions (See Appendix D for a copy of the fair advertisement)	Total of 55 newspaper advertisements.
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RADIO COMMERCIAL	Radio commercial advertising the fair was broadcast on 90, 30 seconds each spots over 10 days on HITZ FM and LITE FM.	Please contact Laurette if you would like to listen to the mp3 advertisement
PRESS RELEASE / EDITORIAL	<p>Press releases in English and Mandarin were sent to all major newspapers. (See Appendix D for a copy of the advertisement).</p> <p>Articles on the fair were featured in 10 newspapers. (Please see Appendix C for a sample of the article)</p>	Articles on the fair were featured in the New Straits Times, See Hua Daily, Kwong Wah, Borneo Post, Oriental Daily, International Times and The Star Sarawak.
BANNERS	<p>A banner was displayed outside the education fair hotels in Kuching and Penang for several days before the fair.</p> <p>16 banners were displayed in Kuching and 11 in Penang close to schools, relevant institutions and other strategic locations two weeks before the Fairs.</p>	Please refer to Appendix E
BILLBOARD ADVERTISEMENT	A 'Study in New Zealand' 12 foot by 41 foot billboard is 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.	The rental of billboard is for 6 months to capture August promotions also. Please see Appendix B
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>	Please see Appendix A
FLYERS	3300 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	

DIRECT MAIL	Post 1300 posters mailed to the above as well.	Faxes Faxed the fair information to schools in Sarawak, Penang and Petaling Jaya. Also to other states of Kedah, Perlis, Perak, N.Sembilan, Malacca and Johor	Email Total of 112 e-mails to enquiries, universities, colleges, Chinese Independent Schools, Teacher Training Colleges, ministries and other government agencies
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. Please see Appendix A		

2.2 Participants/NZ Representatives

Fourteen New Zealand Education Providers attended one, two or all of the fairs. This included 8 universities, 3 ITPs and 3 PTEs. Immigration New Zealand participated in Kuching and Penang.

Institution Name	Participant Name	Kuching	Penang	Petaling Jaya
AUT University	Marilyn Henneker	√	√	√
International Pacific College	Rebecca McIntyre		√	√
Lincoln University	Jenny Wilson	√	√	√
Manukau Institute of Technology	Louise Liu			√
Massey University	Farnaaz Mohammed	√	√	√
Otago Polytechnic	Sarah Gauthier	√	√	
Pacific International Hotel Management School	Jimmy Huang	√		√
Taylor's College	Alison McCallum	√	√	√
Universal College Of Learning	Bruce Osborne			√
University of Auckland	(Selset – Agent Representatives)		√	√
University of Canterbury	Jean Williamson	√	√	√
University of Otago	Victoria McEniery	√	√	√
University of Waikato	MuLan Mu	√	√	√
Victoria University of Wellington	Hannah Lawrence		√	√
TOTAL		9	11	13

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/my/en/blog/agents

Please do continue to keep in contact with these agents.

2.3 Market Background

To help with your continued work in this market please refer to the details provided in the Fair Briefing pack on Market Information or view this online at

www.educationnz.org.nz/marketing-resources/market-information

*please log in to view this information

2.4 Presentations and Speeches

"Study in New Zealand" seminars were held at all three events, once in Kuching, Penang and twice in Petaling Jaya. All seminars were well attended and similar or up on the previous years.

Izak Human, Counsellor from the Ministry of Education met with the New Zealand representatives in Penang to provide feedback on MOE's activities in Malaysia.

Immigration New Zealand staff provided a briefing session also in Penang.

"STUDY IN NEW ZEALAND" SEMINAR SCHEDULE

TIME	KUCHING	DATE	ATTENDANCE	(MARCH 2010)
2.00pm – 2.30pm	Study in NZ	27 February	62	30

TIME	PENANG	DATE	ATTENDANCE	(AUGUST 2010)
1.30pm - 2.00pm	Izak Human, MOE	3 March	12	
2.00pm – 2.15pm	Theodore Ashton, NZIS	3 March	12	
4.00pm – 4.30pm	Study in NZ	3 March	51	53

TIME	PETALING JAYA	DATE	ATTENDANCE	(AUGUST 2010)
12.30pm – 1.00pm	Study in NZ	6 March	94	93
2.30pm – 3.00pm	Study in NZ	6 March	48	88

2.5 Fair Schedule

The fairs were held in Kuching, Penang and Petaling Jaya as follows:

DAY/DATE	VENUE	TIME
Sunday, February 27	Hilton Hotel KUCHING	11.00 am to 4.00 pm
Thursday, March 3	Traders Hotel, PENANG	2.30 pm to 6.30 pm
Sunday, March 6	Grand Dorsett Hotel, Subang PETALING JAYA	11.00 am to 5.00 pm

2.6 Giveaway Items

Items	Kuching	Penang	PJ
Bags (giveaways)	250	250	500
NZ Specialist Agents Info Sheet	250	250	500
NZ Institution Profiles	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)	50	50	100
Pens (giveaways)	250	250	500
T-shirts (staff & giveaways)	2	2	6
USBs (giveaways)	3	3	6
Yoyos (giveaways)	1	1	2
Mobile cleaners (giveaways)	15	15	30

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

Note: Other general promotional materials made available to students included:

Student Rate - Air Travel to NZ brochures (MSL Travel Agent)

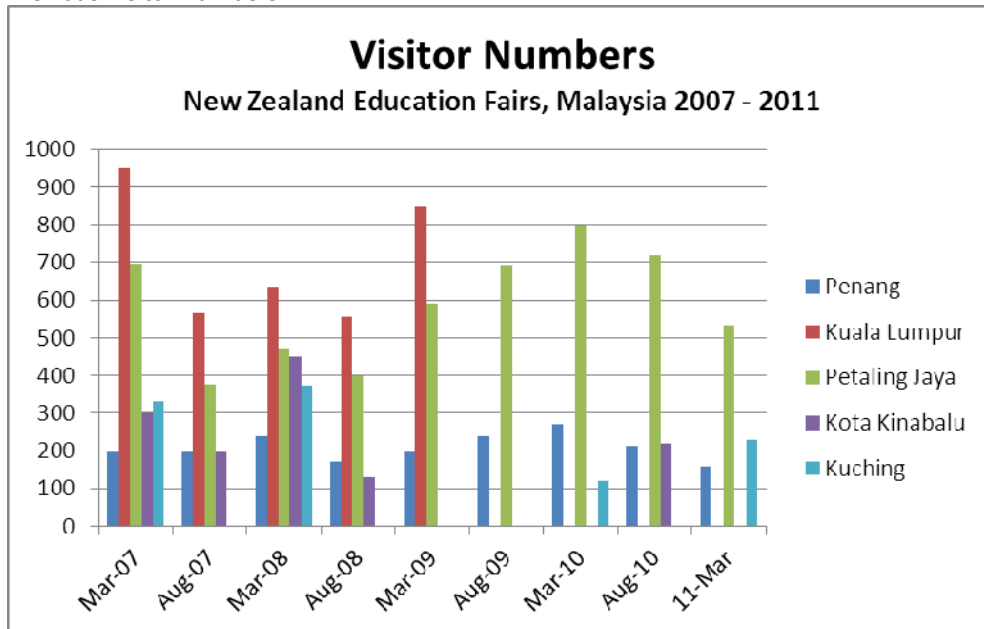
Immigration New Zealand Student Visa Checklist (Subang only)

2.7 Attendance

A total of 921 visitors came to the combined fairs.

	NUMBER OF VISITORS
Kuching (February 27)	228
Penang (March 3)	159
Petaling Jaya (March 6)	534
Total	921

Previous visitor numbers:



2.8 Visitor Data

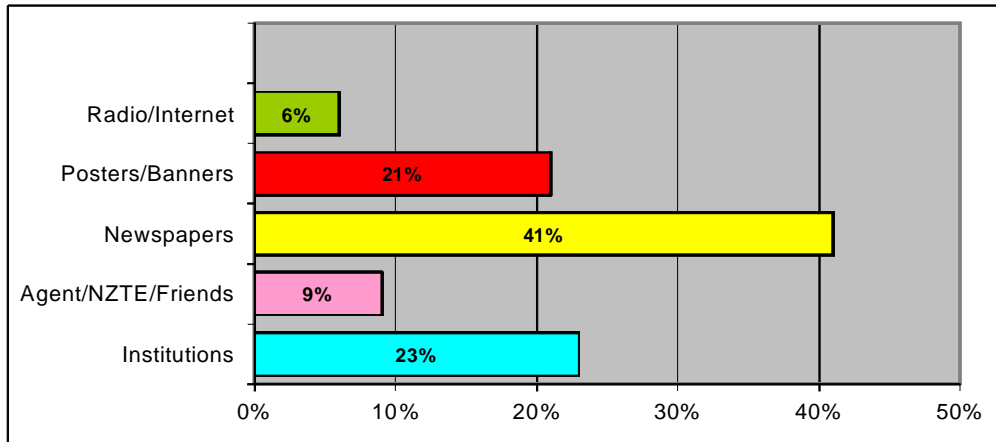
Visitor Data

A total of 921 people visited the fairs and the following is an analysis of those who registered. Please see a sample registration form in Appendix F

Kuching – 27 February 2011

- The number of those who attended the annual New Zealand Education Fair in Kuching, registered and attended the seminar has increased from the previous year. This year 228 people visited the fair, 123 registered and 62 attended the seminar compared to the numbers in March 2010 showing 120 attending, 89 registering and 30 attending the seminar. Print Media proved the most effective way to promote the fair in Kuching
- All of the promotional tools were down in percentage compared to March 2010, with the exception of our "Word of Mouth Informants" this year totalling an increase of 32% of visitors response to how they we made aware of the fair, up from the 16% recorded in March 2010

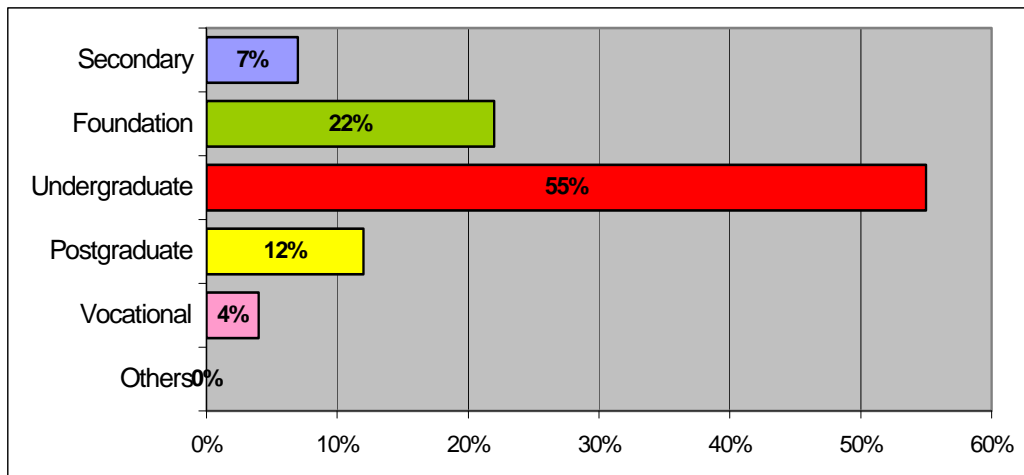
a) Question: How did you hear about the New Zealand Fair?



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

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

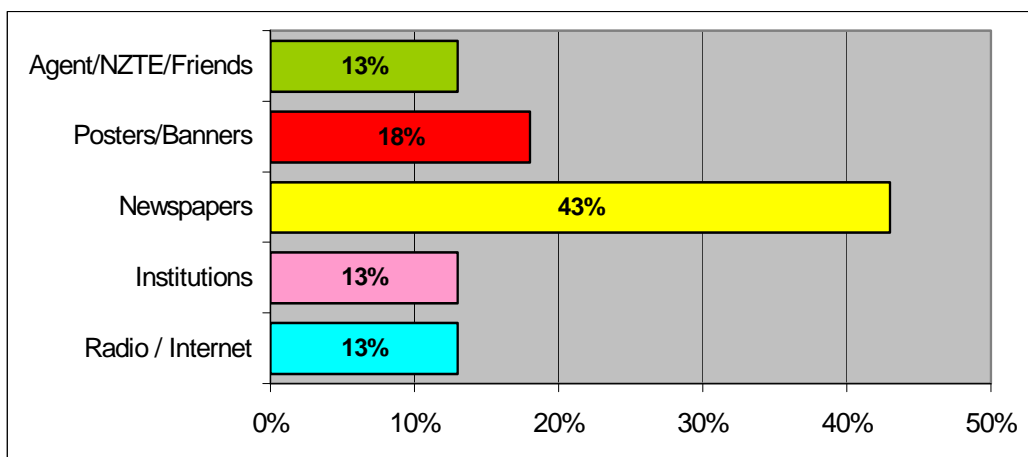
- Undergraduate students received the most number of enquiries followed by foundation studies and postgraduate courses
- Data recorded since March 2010 has shown an increase in all areas of study with the exception of postgraduate which has fallen by 5%



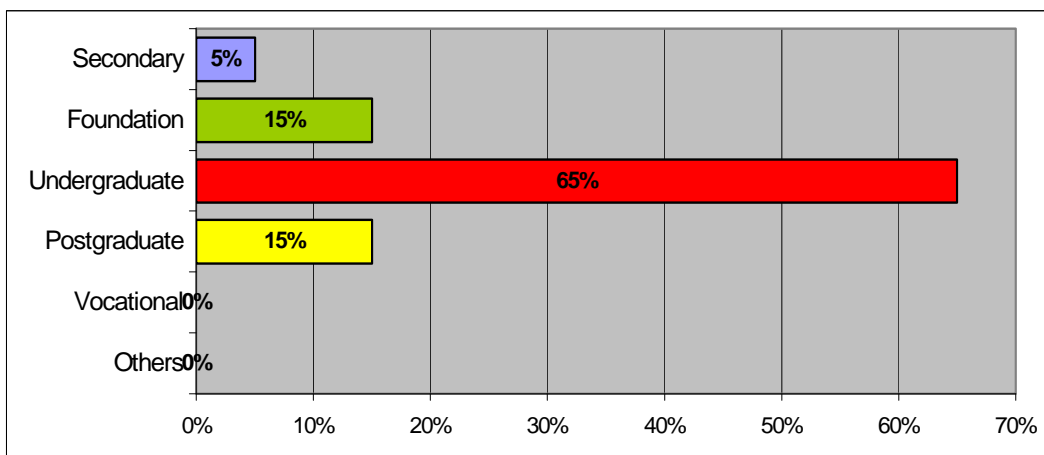
Penang – 3 March 2011

- At the Penang Fair 159 people attended, 112 registered and 51 attended the seminar. Most were from Penang and the Northern states. The data recorded in August 2010 showed a drop from 213 attended, 128 registered and 53 attended the seminar
- Print media proved the most effective way to promote the fair in Penang followed by posters and banners, however these had less effect than that recorded in August 2010
- An increase in effective promotional tools were seen in word of mouth promotions', Institutes and Agent informants, radio and internet advertising

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



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

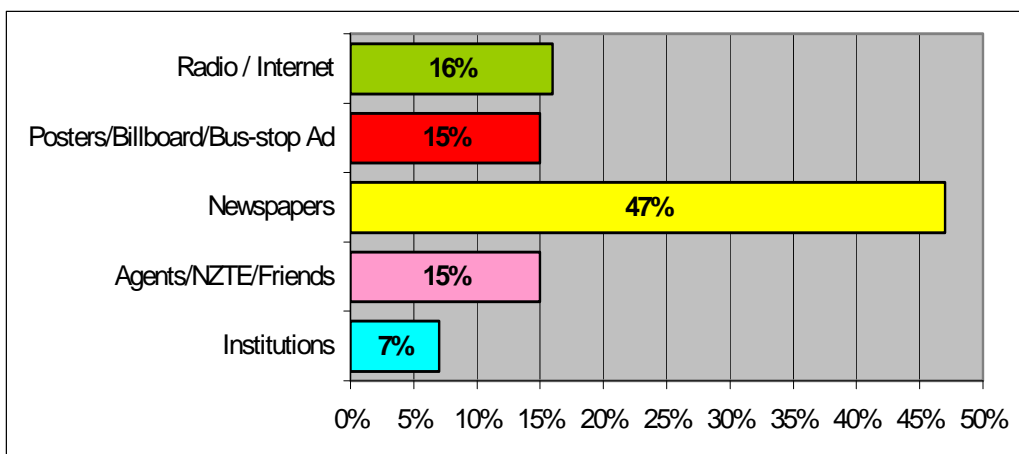


- A significant number of enquiries made were for undergraduate studies followed by postgraduate and foundation studies. The enquires have increased 17% for undergraduate and decreased in postgraduates interest of 14% compared to August 2010, however when compared with similar timing of year records in March 2010 the numbers are not significantly different with the largest jump being an increase of 8% in undergraduate enquiries.

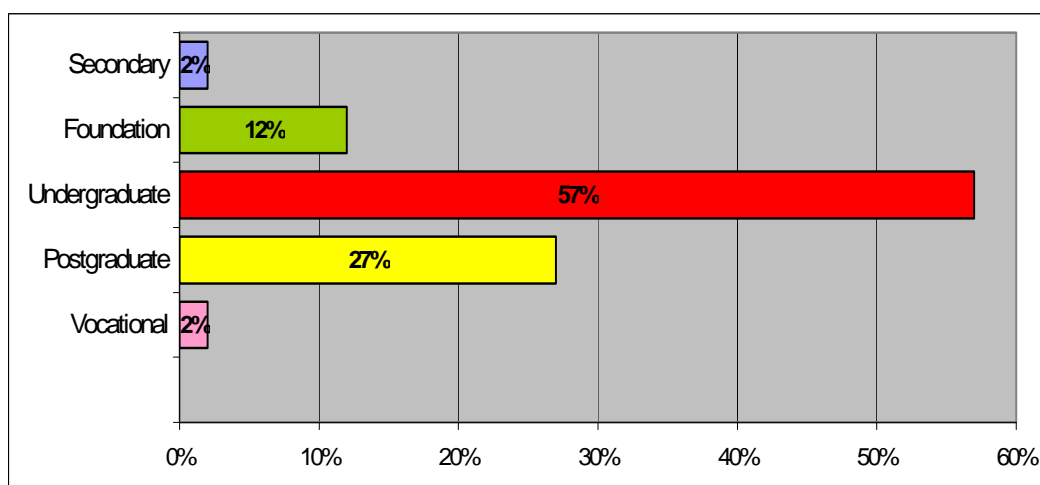
Petaling Jaya – 6 March 2011

- The fair held at the Grand Dorsett Hotel received 534 visitors, 360 registered and 142 people who attended the two 'Study in New Zealand' seminars. These numbers were a decrease from August 2010 when 421 people registered for the event
- Print media still proved to be the most effective way to promote the fair in Petaling Jaya but has seen a gradual decrease as we have introduced new promotional tools
- Figures from 2010 show a shift of the impact coming more from word of mouth means, including education agents, institutes, friends and others. Thank you to all those who contributed to this data and/or are making use of the e-tools available

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



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



- There were more Undergraduate enquiries than Postgraduate enquiries at the Petaling Jaya fair, similar to the data recorded last year with undergraduate and vocational enquiries increasing while all others have decreased
- The majority of the visitors were Malaysians from Selangor and Kuala Lumpur

2.9 Comments and De-briefing notes with New Zealand Representatives

Kuching

Venue

- All participants were happy with the exhibition room and the accommodation
- Good size and layout
- Service for the fair was good and hotel staff were very helpful
- Easily accessible and in the centre of town
- Reasonably good turnout at the fair taking into consideration that the last fair in Kuching was in March 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, notepads, USBs and yoyos were given out to students for correctly answered questions and mobile cleaners 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 a useful promotional tool
- Newspapers were the most effective publicity tool
- Institutional recommendation was the second most effective
- Banners were effective in areas near institutions and also outside the fair venue

Timing

- Timing of the fair was good to coincide with the release of STPM and SPM results
- The Fair was held on a Sunday so that more parents and students are available to visit the fair

Agents

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

NZ Participants Comments

- Have heard the radio ad as well
- Participants were pleased with the presence of Immigration New Zealand
- 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, notepads, USBs and yoyos were given out to students for correctly answered questions and mobile cleaners were distributed at the end of the seminar
- Izak Human, MOE Counsellor and Theodore Ashton, Immigration New Zealand, Singapore spoke with NZ representatives in Penang

Promotion/Advertising

- Print advertisements and promotion was effective
- Word of mouth advertising has increased
- Banners were effective in areas near institutions and also outside the fair venue
- The bags, pens and bookmarks were very popular in Penang

Timing

- Timing of the fair from 2.30 – 6.30pm was good, allowing more time for students and parents to visit the fair after school or work

Agents

- Good support from education agents in Penang
- Selsel travelled to Penang to represent University of Canterbury and other institutions
- 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
- Some institutions have read some of the fair articles in the newspapers
- Participants were pleased with the presence of Immigration New Zealand in Penang

Petaling Jaya

Venue

- The function rooms were Melati 6 & 7, there was a leak from the ceiling but the hotel dealt with it quickly however there was concern that the hotel did not notice the leak before the day of the fair.
- The coffee break was held at Melati 4
- Institutions were evenly spread out in the function room and the foyer area
- More part-time helpers were available to help with the traffic of visitors to the respective booths at the function room and the foyer
- Seminars were held in a separate room adjacent to the exhibition hall
- Participants were happy with the accommodation and the service of the hotel was good

Seminars

- The "Study in New Zealand" Seminars were well attended both times.

Promotion/Advertising

- Advertisement and promotion was effective
- Word of mouth advertising has increased
- 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 on Sunday
- 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 a different colour nametags and refreshments were arranged for those pre-registered
- Overall the institutions were generally happy with the quality of their agents

NZ Participants Comments

- Institutions were very happy with the level and quality of enquiries received in Petaling Jaya
- Participants requested INZ to look into attending the fair in Subang in August 2011
- Participants were happy with the numbers of quality students with focused enquiries

3. Summary of Participants' Evaluations

Of the fourteen New Zealand participants, seven submitted evaluation forms to Education New Zealand. Feedback is critical and really appreciated, thank you.

Of the seven evaluations, three attended Kuching, four attended Penang and six provided feedback on the Petaling Jaya fair. Feedback showed:

In Kuching

- 100% felt their objectives had been met and all would return
- 100% rated the organisation of the fair as excellent
- two rated the value of participation as excellent while one was satisfied

In Penang

- 100% felt their objectives had been met and all would return
- 75% rated the organisation as excellent and 25% were mostly happy
- two rated the value of participation as excellent, one mostly happy and one was satisfied

In Petaling Jaya

- 100% felt their objectives had been met and all would return
- 66% rated the organisation as excellent, 17% mostly happy and 17% were satisfied
- 2 rated the value of participation as excellent, 2 were mostly happy and 2 were satisfied

For the event overall

- satisfaction was rated at 43% - excellent and 57% - mostly happy
- pre departure assistance: 71% found it to be excellent, 14% mostly happy and 14% were satisfied
- onsite management: 86% found it be excellent and 14% were mostly happy

Some general positive comments received included:

Excellent organisation all round

A great opportunity and important to meet with agents, provide training and support during the fair events

Venues and locations were good, a consistent attention to detail and organisation

In Kuching

Successes included:

- The number of students and their families were good especially considering the earthquake had only occurred 5 days previously
- Very well organised
- Pre organisation was well done
- The team did a professional job at the fair, a dynamic team with a caring "Kiwi" welcome

No suggestions were given

In Penang

Successes included:

- Good numbers and enquires especially considering the earthquake
- A good number of postgraduate enquiries
- The team did an excellent job, welcoming visitors, distributing information and hosting the seminars well
- Problem solving and coordinating was first class

Suggestions were:

- INZ could have been more proactive

In Petaling Jaya

Successes included:

- It was well organised without a hitch
- A good team, meet with many satisfied parents who were delighted with their child's education
- Good quality and genuine enquiries about NZ and institutes
- Good to work with existing agents, did not meet any new agents

Suggestions/comments included:

- Better facilities. The toilets standard needed to be kept up more
- Disappointing the Trade Commissioner could not host the final dinner. Education is a key NZ export market that needs extra promotion after the earthquake
- The event was not ideal - very cold and some furnishings were not clean and there wasn't much space
- Concern with the Grand Dorsett being cramped and limited space for students

4. Recommendations for Future Events

We look forward to New Zealand Education Fairs in Malaysia during the second half of 2011

The dates are planned as

- Sunday, 31 July 2011 - Le Meridien Kota Kinabalu
- Thursday, 4 August 2011 - Traders Penang
- Sunday, 7 August 2011 - Grand Dorsett Subang (formerly Sheraton Subang)

These dates have been chosen and hotels have been booked to avoid the Education New Zealand Annual Conference which will be held the following week on Thursday 11 and Friday 12 August. We do hope all of you wishing to attend are able to join us in Auckland for this event.

Registrations for the August 2011 Education Fairs are now open and registrations must be completed by 27 May 2011, to determine which events will go ahead based on industry demand.

Updates will be sent through E-news and if you are not already receiving this please sign up through our website at www.educationnz.org.nz/communications/e-news

Advertising and promotional budgets were increased for the 2011 New Zealand Education March fairs. The impact of this and different styles of adverting, including print media, outdoors, word of mouth and electronic styles have contributed to continued good quality and number of students. Effective advertising will continue to be sourced and applied to future fairs.

Immigration New Zealand will continue to be invited, subsidised and encouraged to attend and provide marketing briefing at all future PACE events. An indication has already been received that staff will be attending the August fairs

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.

Regular communication will be had with all the fair venues on feedback prior and following. We will continue to monitor, compare and analyse the best possible locations.

Prepared by:

Bridget Mirandah
Business Development Manager - Education
NZTE, Kuala Lumpur, Malaysia

Edits and Additions by:

Laurette Farr
Project Manager
Education New Zealand

Completion Date: 20 April 2011

To view or download the photos taken during the event please visit:
www.flickr.com/photos/27527622@N04/sets/72157626535205272/show

Appendix A – promotional e-tools and fair website

Kind Regards

Laurette Farr
Offshore Events Manager
Education New Zealand

DDI: +64 4 917 0870
Tel: +64 4 472 0788
Fax: +64 4 471 2828

Email: Laurette.Farr@educationnz.org.nz
Industry web: www.educationnz.org.nz
Student web: www.newzealandeducated.com



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Directing all traffic to the New Zealand Educated website, featured below: --->

MALAYSIA NEWS

New Zealand Education Fairs March 2011

Monday, 17 January 2011

Think Study! 'Think New Zealand' Come and visit the New Zealand Education Fairs in Feb/March

Visit the fairs, learn about 'Study in New Zealand' and meet with representatives from 17 New Zealand institutions at:

27 February (Sunday) 11.00am to 4.00pm - Hilton Kuching
3 March (Thursday) 2.30pm - 6.30pm - Traders Penang
6 March (Sunday) 11.00am to 5.00pm - Grand Dorsett Subang

NZ institutions participating at the fairs:

AUT University - www.aut.ac.nz

CPIT - www.cpit.ac.nz

International Pacific College - www.ipc.ac.nz

Lincoln University - www.lincoln.ac.nz

Manukau Institute of Technology - www.manukau.ac.nz

SEARCH BLOG GO

博客分类

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- > 当地联络人
- > 链接

以前贴文

- > Inventive Students develop their Powerful Idea

Appendix B

Billboard Pictures in Taman Tun



Appendix C

Sample Media Release

The Borneo Post
Friday, 25 February 2011

New Zealand offers quality and affordable education

KUALA LUMPUR: New Zealand has an international reputation as a provider of quality, affordable education.

New Zealand's education system is based on that of the British, so qualifications gained in NZ are recognised and transferable around the world.

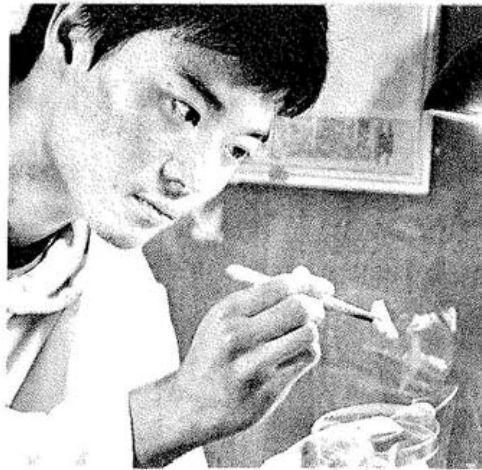
It offers a safe and regulated learning environment, which provides excellent study opportunities and pastoral support to international students.

The Global Peace Index 2009 and 2010 ranked NZ as the safest country for the second year running.

For students looking to expand their horizons at an earlier age, NZ 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 is available in academic, professional and vocational studies at universities, polytechnics and institutes of technology, colleges of education (teacher training), private



GLOBAL RECOGNITION: New Zealand offers a wide range of education options.

education providers and secondary schools.

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

Also, the government uses the New Zealand Qualification Authority (NZQA) to monitor the quality of programmes across a wide range of NZ providers. NZ'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. NZ offers that opportunity, but also a lot more. Students who spend time

in NZ 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 international students who come to NZ keep with them for their entire lives.

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

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.

Students get a chance to explore their study options at the NZ Education Fairs which will be held on Feb 27 to March 6. The fairs will bring together representatives from 17 NZ 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 education opportunities and access to the latest information on NZ's world-recognised tertiary, postgraduate programmes and secondary school information.

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

Students intending to apply to study in NZ 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, visit www.nzeducation.com/myfair or contact Business Development manager Bridget Mirandah at 03-20784610 or bridget.mirandah@nzte.govt.nz.

Appendix D

Promotional posters and flyers

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.

<p>KUCHING Sunday, 27 February 2011 Hilton Hotel Fair Times: 11.00am – 4.00pm Seminar: 2.00pm – 2.30pm</p>	<p>PENANG Thursday, 3 March 2011 Traders Hotel Fair Times: 2.30pm – 6.30pm Seminar: 4.00pm – 4.30pm</p>	<p>PETALING JAYA Sunday, 6 March 2011 Grand Dorsett Subang Hotel* Fair Times: 11.00am – 5.00pm Seminar: 12.30pm & 2.30pm <small>*Former Sheraton</small></p>
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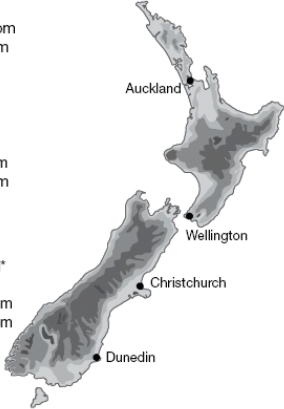
For more information visit:
nzeducated.com/myfair
 OR call 03 2078 4612




Sample of NZ Education Fair print 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.

<p>KUCHING Hilton Hotel Sunday, 27 February 2011 Fair Times: 11.00am – 4.00pm Seminar: 2.00pm – 2.30pm</p>	
<p>PENANG Traders Hotel, Penang Thursday, 3 March 2011 Fair Times: 2.30pm – 6.30pm Seminar: 4.00pm – 4.30pm</p>	
<p>PETALING JAYA Grand Dorsett Subang Hotel* Sunday, 6 March 2011 Fair Times: 11.00am – 5.00pm Seminar: 12.30pm & 2.30pm <small>* Former Sheraton</small></p>	

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



Appendix E



Kuching Street Banner



Traders Hotel Banner – Penang

NZ Education Fair Banners in Kuching and Penang



Appendix F

Sample Visitor Registration Form

No.:



**NEW ZEALAND EDUCATION FAIR
Petaling Jaya (March 6, 2011)**

Note: This information is being gathered for statistical purposes only.

Full Name:	
Postal Address:	
Tel No:	Mobile:
Fax No:	Email:
Citizenship:	
Which institution have you been studying at:	
Highest Qualification:	

I am interested in studying the following levels overseas:

- Undergraduate (Diploma/Degree)
- Foundation (Pre-University)
- Post graduate (Masters / PhD)
- Vocational
- Secondary School
- Others (specify)

I am interested in commencing overseas study in:

- 2011
- 2012
- Undecided
- Others (specify)

Course Interested: _____

How did you hear about the New Zealand Fair?

<input type="checkbox"/>	High School, College, University	<input type="checkbox"/>	Posters / Flyers / Billboard advertisement / Bus Stop advertisement	<input type="checkbox"/>	Internet / Radio	<input type="checkbox"/>	Agents / NZTE / Friends
<input type="checkbox"/>	From Print Media: <i>(please specify)</i>						
	<input type="checkbox"/> The STAR <input type="checkbox"/> New Straits Times <input type="checkbox"/> The Sun <input type="checkbox"/> Malaysian Today <input type="checkbox"/> Kwong Wah Yit Poh <input type="checkbox"/> Sin Chew Jit Poh <input type="checkbox"/> Oriental Daily Express <input type="checkbox"/> Nanyang Siang Pau						
<input type="checkbox"/>	Others <i>(please specify)</i> : _____						

Thank you for completing the form.