

Post Fair Report

This report serves as a summary and evaluation of an Education New Zealand PACE 2010 Marketing Event. Written initially as a confidential document between ENZ 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 Fair

Country Name: Sri Lanka

Event Date: 18 September 2010

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1. Executive Summary

- Ten Institutes of Technology and four Private Training Establishments participated at the New Zealand Education fair in Colombo on 18 September 2010
- Over 400 visitors attended the fair
- The promotional budget was increased for the PACE event
- Most fair visitors had done some level of prior research on New Zealand institutions and the student visa policy
- All nine NZ Specialist Agents participated at the fair
- The student team manager, Rachael Treweek from INZ Bangkok was present at the fair to answer queries from agents, students and institutions
- Overall the fair participants were very pleased with the organisation of the fair and the response it generated
- We would like to extend our appreciation to all New Zealand institutions that participated at the Colombo fair and look forward to their continued support for our future events

2. Event Details

Promotional Activities

The promotional campaign for the sixth NZ Education Fair 2010 in Colombo was promoted primarily through series of extensive print advertisements, radio advertising, branded posters, scroll advertisements on TV, direct mailers, text messaging campaign through mobile service providers and various e-tools.

Locally based PR agency Ogilvy Public Relations Worldwide was employed to manage positive press articles before and after the fair.

Target Group:

Primary – Sri Lanka students at GCE 'O' and 'A' levels (and their parents) considering tertiary education in overseas / foreign institutions.

Secondary – Sri Lanka students considering post graduate study

Summary of Promotional Activities:

Newspaper Advertisements	Sunday Times (Weekend English publication, 1 insert) Sunday Observer (Weekend English publication, 1 insert) Daily News (English Daily, 2 inserts) Daily Lankadeep (Shinghala Daily, 2 inserts) Veerakesari (Tamil Daily, 1 insert) Daily Mirror (English Daily, 1 insert)	Total eight newspaper inserts
Posters	A3 size 'Study in New Zealand' posters were put up at key schools, colleges and other catchment areas. The posters emphasised the 'New Zealand Educated' branding and directed people to the website.	500 posters were used for the campaign
Television	Scroll ads featuring details of the New Zealand education fair featured on popular local TV channel Swarnawahini five days before the fair.	
Radio Commercials	20 second spots on popular youth radio station 'Yes FM' were aired for a week before the fair. In addition there were extensive RJ mentions regarding the fair for the entire week.	

Direct Mailers	200,000 direct emails were sent out to an identified demographic, a week prior to the fair. The emails gave out information on the NZ education fair and guided people to the NZ educated website.	
SMS Campaign	100,000 text messages were sent out to an identified audience via a local mobile service provider.	
PR Agency	Ogilvy Public Relations Worldwide was engaged to manage pre and post event publicity. The agency arranged for some very good coverage before the fairs. There were also reporters from various mediums covering the event. The agency is also managing some extensive post event coverage.	
Email Signatures, Website advertisement and banner icons	<p>The e-tools form of advertising has proved to be an effective form of promotion and was continued for this fair.</p> <p>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.</p> <p>These tools were made available to be downloaded from www.educationnz.org.nz/sri-lanka-promotional</p>	

All Education New Zealand Fair promotion materials direct the students to the New Zealand educated website, all the institutes who are registered are listed here along with their URL. Please visit nzeducated.com/slfair

New Zealand Representatives

No.	Name of Representative	Name of Institution
1	Annie Goh	Christchurch Polytechnic Institute of Technology
2	Helen Kemp	Eastern Institute of Technology
3	Nigel Cumings	ICL Business School
4	Bharat Chawla	National Technology Institute
5	Kinnart Trivedi	Newton College of Business & Technology
6	Ian Roy	Northtec
7	Susie Scott	Otago Polytechnic
8	Ansari Ma	Southern Institute of Technology
9	Karen Whyte & Pubudu Dassanayake	The Professional Bar & Restaurant School
10	Bruce Osborne	UCOL
11	Siva Guda	Wellington Institute of Technology
12	Paul Edwin	Whitireia Community Polytechnic
13	Robyn McCollum	Waikato Institute of Technology
14	Carol Allen	Western Institute of Technology Taranaki

NZ Specialist Agents (NZSA)

A short session giving information about the plans for the Sri Lankan market and other details relating to the NZSA group was held prior the fair opening.

This was followed by a session by the INZ Bangkok representative updating the agents and their counsellors on the student visa policies and the new funds transfer scheme that Bangkok office is planning to roll out in conjunction with ANZ Bank.

Giveaway Items

Items	Numbers
Bags	200
Courses & Costs Handbook 2010	100
NZSA Fliers	500
Student Visa Handout (please see appendix)	500
NZ Educated Fliers	300
Pens	200
Notepads	100

Visitor Numbers

Over 400 visitors came to the fair and 346 prospective students' details were collected. Most students were accompanied by parents or friends, therefore the visitor numbers recorded are slightly higher than the exact data entries.

De-brief Session

Venue:

- All participants, New Zealand Fair Institution Representatives and New Zealand Specialist Agents were happy with the choice of hotel for the fair.
- There were no concerns regarding the accommodation. Two options were provided to the delegates: Hotel Galle Face & Hilton Colombo, the fair venue. An equal number of reservations were received for both hotels, so when possible for future events 2 options will be made available.
- The fair venue was easily accessible for visitors and was located in the CBD of Colombo.
- A separate room was allocated for seminars, however it was used only for the morning training and evening de-brief sessions as INZ preferred to talk to the students/visitors from their allocated desk.
- Participants asked to have wi-fi facility at the banquet hall next time.

Timing:

- Saturday was definitely a better day as opposed to Sunday, the agents and NZ representatives were of the same opinion.
- The fair timing from 11am – 5pm was appropriate.

Promotions/Advertising:

- The agents and NZ representatives were pleased with the number and quality of visitors and attributed it to the excellent promotional campaign which had been undertaken before the fair.
- Almost all mediums of advertising were explored. The agents suggested incorporating still or moving TV advertisements for the next event.
- The PR agency suggested organising a press conference a couple of days or a week prior to the fairs, this would ensure higher footfalls and emphasise the 'NZ Educated' branding.

Other Feedback:

- The absence of the universities was noted. We will encourage them to participate at the PACE fair in Colombo in 2011, enhancing and reiterating the NZ Inc. approach.
- The uniform look (through the branded table covers) was commented on and appreciated by the participants. The First Light DVD ran in a loop added visual branding at the fair. The 10ftX15ft backdrop from the EDEX 2010 fairs was re-mounted and used at the venue.
- Cocktails organised by ENZ on the eve of the fair were well attended by all participating NZ institution representatives, NZSA agents, NZ Honorary Consulate and some business guests.

3. Summary of Participants' Evaluations

Of the fourteen participants, six submitted evaluation forms and one email feedback, was received. Feedback is great and really appreciated thank you. Please see a summary of the feedback received:

Five of the six felt their objectives had been met in relation to interacting with the NZSA agents, good student numbers and the fair was a success

General positive comments included:

- The marketing campaign was effective, well-advertised according to the agents and proven by the numbers on the day
- Great venue and location
- Branding was great
- Excellent to have Immigration New Zealand there
- Good to have the cocktails prior to the event
- The accommodation and event ran smoothly without any difficulty
- Agent's feedback was better regarding the ENZ support and look forward to this improving more with help from New Delhi

Some suggestions included:

- There were several questions regarding Immigration and an overall understanding of the visa process. A general overview of these areas, in a PPT, would be useful
- Consider including other participants such as Banks etc. at the fairs
- Some guidance would be helpful on the sort of information/handouts on Immigration provided at the fairs
- There was some muddling of the ITP and PTE tables at the event. It would be good to consider sector arrangements to make it clearer for the fair visitors

Five of the six would return with one uncertain until they saw student conversions

Additional comments included:

- No problems with attending the fair, my hesitance with attending again will be if the agents don't work hard to convert and do not try to 'poach' the students to other countries
- It is still a concern for when the information arrives prior to leaving NZ. Many are already offshore when final attachments come out and sometimes we cannot open these while we are traveling
- Laurette should be given kudos for pre departure help, she kindly replied to all mails regarding queries. Great
- On site Jugnu was really nice and helpful

When participants were asked to rate the fair specifics the below responses were given:

	Excellent	Mostly happy	Satisfied	Some concerns	Dissatisfied
Venue	100%				
Organisation	50%	50%			
Timing		50%	33%		
Value of Participating	33%	33%	33%		
Pre-departure assistance	83%	17%			
Onsite management	33%	50%	17%		
Overall satisfaction	33%	67%			

4. Recommendations for Future Events

The following recommendations have been made based on overall feedback and comments from all those who participated at the fair.

- The fair date has been confirmed as Saturday 17 September 2011, we encourage institutions to add this to your 2011 marketing event calendar.
- In the planning of the 2011 New Zealand Education Fair to be held in Colombo, Education New Zealand will consider and will include where possible:
 - a student visa seminar
 - will again work closely with INZ on the best Immigration handouts to provide the fair visitors
 - presentations at premium/key schools in Colombo prior the fair
 - continue discussions with a Public relations company on the best promotional format including a possible press conference prior to the fair
 - maintain a similar promotional budget
 - discuss fair sponsorship with associated companies ie. banks, airlines
 - base the floor plan in sector order

Information, spread sheets and details will continue to be sent out as early as possible to avoid lack of internet access and inform the fair travellers in advance

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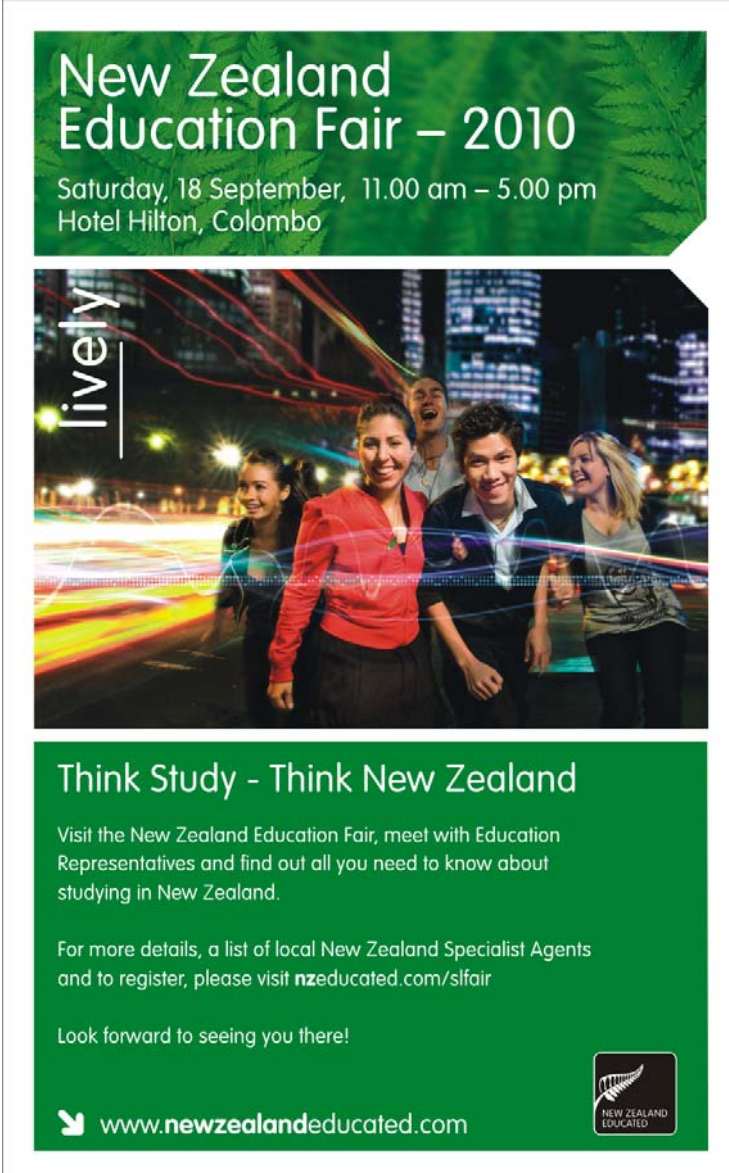
Laurette Farr
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Completion Date: 1 November 2010

Appendix A

Photos of the New Zealand Education Fair in Colombo are available at the following link
www.flickr.com/photos/27527622@N04/sets/72157625193938854/show/

New Zealand Fair advertisement and poster



The advertisement is a vertical poster with a green background. At the top, it features the text "New Zealand Education Fair – 2010" in white, with the date and time "Saturday, 18 September, 11.00 am – 5.00 pm" and the location "Hotel Hilton, Colombo" below it. The middle section is a photograph of five young people (three women and two men) smiling and walking at night in a city, with light trails from traffic and buildings in the background. The word "lively" is written vertically on the left side of the photo. Below the photo, the text "Think Study - Think New Zealand" is displayed in white. Underneath, it says "Visit the New Zealand Education Fair, meet with Education Representatives and find out all you need to know about studying in New Zealand." Further down, it provides contact information: "For more details, a list of local New Zealand Specialist Agents and to register, please visit nzeducated.com/slfair". At the bottom, it says "Look forward to seeing you there!". The bottom left corner features a white arrow icon pointing right and the website "www.newzealandeducated.com". The bottom right corner has the New Zealand Educated logo, which consists of a stylized fern frond and the text "NEW ZEALAND EDUCATED".

New Zealand Education Fair – 2010
Saturday, 18 September, 11.00 am – 5.00 pm
Hotel Hilton, Colombo


lively

Think Study - Think New Zealand

Visit the New Zealand Education Fair, meet with Education Representatives and find out all you need to know about studying in New Zealand.

For more details, a list of local New Zealand Specialist Agents and to register, please visit nzeducated.com/slfair

Look forward to seeing you there!

 www.newzealandeducated.com

STUDENT VISAS



Applying for a Student Visa

To study in New Zealand Sri Lankan students are required by law to obtain a student visa from Immigration New Zealand (INZ). Applications for Sri Lankan students are processed by INZ's Bangkok branch.

Approval in Principle (AIP)

Please note students are not required to pay tuition fees until they receive an AIP from INZ. Once an AIP has been received the tuition fees must then be paid to the Educational Institute and the 'paid fees receipt' forwarded to INZ. Once this receipt has been received by INZ and if all other requirements have been met, your AIP will result in the issuing of a student visa.

Full Visa Requirements

- Completed student visa application form INZ 1012 (this can be downloaded from www.immigration.govt.nz)
- Recent passport size photo
- Your passport or a certified copy of every page of your passport (please note your passport must be valid for at least three months after your intended date of departure from New Zealand)
- Payment of a non-refundable application fee
- 'Offer of place' from the NZ Educational Institution which confirms you have been accepted by the institution, the name of the course, the minimum time required to complete the course and the course fee to be paid

- Written guarantee from your Education Provider confirming they are providing suitable accommodation or evidence that another person in New Zealand guarantees accommodation
- Evidence of sufficient funds to support yourself while you are studying (approximately NZD \$10,000 per year of study). Funds can be your own or provided by a Financial Guarantor, i.e. your parents
- Return air ticket to your country or evidence of sufficient funds to buy one
- X-ray certificate if studying for less than 12 months or a full medical certificate if you will be in New Zealand for more than 12 months in total
- Police Certificate (from birth) if there is potential that you will be in New Zealand for more than 24 months

As part of New Zealand Ministry of Education Code of Practice it is also a requirement that all international students hold travel and medical insurance while studying in New Zealand. Insurance policies must meet strict guidelines and be approved by the institute with which you are studying. Advice regarding insurance policies will be available through your institute at time of enrolment and information will generally be included in your offer of place information pack.

Employment availability and entitlement

In 2005 INZ regulations relating to a student eligibility to work while studying and to

 For more information log on to www.newzealandeducated.com/sifair



post-study work opportunities were introduced. Eligibility for a student to be granted work rights will depend on both the type and length of study being undertaken. For eligible students the regulations allow the following:

- Students to work part time up to a maximum of 20 hours per week
- Students undertaking a course of 12 months or longer to work full-time during the summer holidays
- Students graduating from a course that would earn points under Skilled Migrant Category (SMC) to be eligible to apply for a 12 month graduate job search work permit
- A 24 month work permit on completion of study may be applied for if the student has a job offer relevant to their qualification their qualification earns points under SMC or has a minimum three year completion time
- A 24 month work permit on completion of study may be applied for the applicant holds a graduate job search work permit and has a job offer relevant to their qualification
- Eligible students partners may apply for a work permit which is valid for the duration of their partner course of study. Please see section WF5 of Immigration Policy for the requirements that must be met in order to be eligible to apply for this type of visa

For more information about INZ work polices and requirements please visit the INZ website at www.immigration.govt.nz

While you are studying, finding employment

in the industry of your chosen career will depend on your employability and the job market at that time. Nevertheless, undertaking any kind of employment in New Zealand gives you the opportunity to meet new people improve your English skills and earn money to further support yourself. Undertaking employment will allow you to gain a range of generic employment skills and will also help you to better understand the New Zealand working and business environment.

Some tertiary institutions require students to complete industry placements or internships in order to graduate. These placements provide the opportunity to spend time in real businesses gaining valuable work experience and insights into the industry before graduating.

After graduating, finding permanent work in New Zealand will once again be dependent on your background (qualifications held and work experience) and the labour market situation at that time.

INZ contact information:

Immigration New Zealand (INZ)
Bangkok Branch
15th Floor M-Thai Tower
All Seasons Place
87 Wireless Road, Pathumwan
Bangkok, 10330
THAILAND
Tel: +66 2 654 3444
Email: nzisbangkok@dol.govt.nz
Website: www.immigration.govt.nz



For more information log on to www.newzealandeducated.com/sfair