



## Post Fair Report

*This report serves as a summary and evaluation of an Education New Zealand PACE 2008 Marketing Event. Written initially as a confidential document between ENZ, NZTE and participating institutions, this report will also be available for industry access at the Market Information section of [www.educationnz.org.nz](http://www.educationnz.org.nz) approximately 6 months after the event date.*

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Name of Event	New Zealand Education Fairs
Country Name	Thailand
Event Date	14 – 17 June 2008

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## 1. Executive Summary

The annual New Zealand Education Fairs in Thailand are the key PACE events for the Thai market. These fairs provide the opportunity for New Zealand educational institutions to establish and maintain relationship with agents, meet their alumni in Thailand and meet prospective students and parents during the fair week.

The highlight of our promotional plan this year was to hold the Bangkok fair at the most well-known and up-market shopping complex in town, the Royal Paragon Hall of Siam Paragon Shopping Complex.

We also undertook new promotional activities, including in-class advertisement at extra tuition schools, in office building advertisements and ambience media (interactive media) on BTS sky train stations.

This year the fairs were held on 14th June (Chiang Mai), 15th June (Bangkok) and 17th June (Phuket).

The number of visitors and participants at each fair were as outlined in the following table.

City	NZ Participants	Number of Registrations	Number of Headcounts
Chiang Mai - 14 June	15 Institutions	532	680
Bangkok – 15 June	47 Institutions	1,744	1,862
Phuket – 17 June	24 Institutions	244	544
<b>Total</b>		2,520	3,086

The number of visitors to the Chiang Mai fair increased from 578 last year to 680 this year. The number of visitors to the Bangkok fairs decreased from 2,340 in 2007 to 1,862 in 2008. However this is a good number for a 1 day fair in comparison to the 2 day fair last year. This year was the first fair for Phuket.

Most participants confirmed that the quality of visitors was very good, with visitors serious and keen to discuss their educational requirements in detail, particularly at the Bangkok and Chiang Mai fairs.

## 2. Event Details

### 2.1 Promotional Activities

The following promotional activities were arranged to promote the New Zealand Education Fairs in Thailand as listed and scheduled below.

#### 1. Print Advertisements:

##### Media schedule details

Publication	Date	Advert Size	B/W Colour
<b>1. BTS BANNER</b> <ul style="list-style-type: none"> <li>• BANNER at BTS Sky train</li> <li>• Staircase Poster at Siam Square Station (BTS Sky train)</li> <li>• Standee at BTS Sky train</li> </ul>	7 – 15 June 2008 1 – 15 June 2008 1 – 15 June 2008	1 x 3 m. 50 x 75 cm. 1.2x1x1.6 m.	4c 4c
<b>2. Thairath Newspaper</b> Thai Newspaper	10 June 2008, 14 June 2008	6" x 10"	B/W
<b>3. Bangkok Post Newspaper</b> English Newspaper	12 June 2008	6" x 10"	B/W
<b>4. Media in Paragon</b> <ul style="list-style-type: none"> <li>• J – Flag at Lagoon Drive-in Entrance</li> <li>• J – Flag at Meeting Room Foyer</li> <li>• A – Board Poster</li> <li>• E – Calendar Royal Paragon Hall Website</li> </ul>	14 – 15 June 2008 14 – 15 June 2008 1 – 15 June 2008 23 May - 15 June 2008	0.60 x 3.30 m. 0.60 x 3.54 m. 0.55 x 0.81 m.	4c 4c 4c

#### Radio Campaign:

Radio Channel	Date	On-Air
<b>1. Virgin Hitz. 95.5</b> Loose Spot 30 sec. – 5 times/day	9 – 15 June 2008	8.55, 10.55, 16.55, 18.55, 20.55
<b>2. Get 102.5</b> Loose Spot 30 sec. – 5 times/day	9 – 15 June 2008	8.00 – 9.00, 10.00 – 11.00, 14.00 – 15.00, 17.00 – 18.00, 20.00 – 21.00
<b>3. S.O.S Siam Square</b> Loose Spot 30 sec. – 15 times/day	1 – 15 June 2008	10.00, 11.00, 12.00, 17.30, 17.45, 18.00, 18.15, 18.30, 18.45, 19.00, 19.15, 19.30, 19.45, 20.00, 20.15

**T.V. Campaign:**

<b>T.V. Program / Channel</b>	<b>Date</b>	<b>On-Air</b>
1. <b>Rueng Lao Soa Arthit / Channel 3</b> Tie – in Program	14 June 2008	11.00 – 12.00
2. <b>Keb Tok / Channel 3</b> T.V. Spot 15 sec. – 1 time/day	10 – 13 June 2008	20.00 – 20.15
3. <b>POV T.V.</b> <ul style="list-style-type: none"> <li>• Advertising on 225 internal TV screens in 22 office buildings across Bangkok (in elevators, foyers, etc.)</li> <li>• Ad length 30 sec.</li> <li>• 36 times ad play on 1 screen</li> </ul>	2 – 6 June 2008, 9 – 13 June 2008	20 min. rotation
4. <b>Class Max Show time in Tutor school (50 branches)</b> Loose Spot 30 sec.	7 – 13 June 2008	

**Outdoor Activity:**

<b>City / Location</b>	<b>Date</b>	<b>Media</b>
Bangkok	14 June 2008	Ambience Media at Siam Square and BTS Station Route: Siam Square BTS Station: On – Nut, Prompong, Siam Square, Victory Monument and Mochit

**PR Activity:**

<b>Printing</b>	<b>Quantity</b>	<b>Size</b>	<b>B/W Colour</b>
1. <b>Poster</b> Distributed to 130 schools and 50 Universities across Thailand	3,000 copies	A3	4c
2. <b>Postcard (Direct Mail)</b> Distributed to business owners from Thailand Business Directory	30,000 copies	10 x 15 cm.	4c
3. <b>Flyer</b> <ul style="list-style-type: none"> <li>• 200,000 copies inserted with Krungthai Bank Statements</li> <li>• 20,000 copies for people rally in BKK</li> <li>• 15,000 copies for Chiang Mai</li> <li>• 15,00 copies for Phuket</li> <li>• 5,000 copies in front of foreign exchange counter (KTB)</li> <li>• 5,000 copies in front of information counter (Paragon)</li> </ul>	260,000 copies	9.5 x 21 cm.	4c

## **Public Relations and Media Management**

### **Bangkok**

PR Activity: Group Interview  
Date: Thursday, 12 June 2008  
Venue: New Zealand Embassy, Level 14, M Thai Tower, All Seasons Place  
Media Attendance:  
Daily Newspaper  
1. Daily Xpress: THE NATION (English Newspaper)  
2. Krungthep Turakij  
3. World Today  
Monthly Magazine  
1. U Challenge  
2. Life on Campus  
3. การศึกษารุ่นนี้  
Online - Manager Online

### **Phuket**

PR Activity: Interview  
Date: Tuesday, 17 June 2008  
Venue: Hall Area, 2<sup>nd</sup> Floor, Big C Phuket  
Media Attendance - NBT Phuket

### **Pre-Event: News Coverage**

Newspaper:

1. Thai Post
2. Daily News
3. Manager Daily
4. Bangkok Post
5. Bangkok Today
6. Matichon
7. Naewna
8. Post Today
9. Prachachart Turakij
10. Siamrath
11. World Today

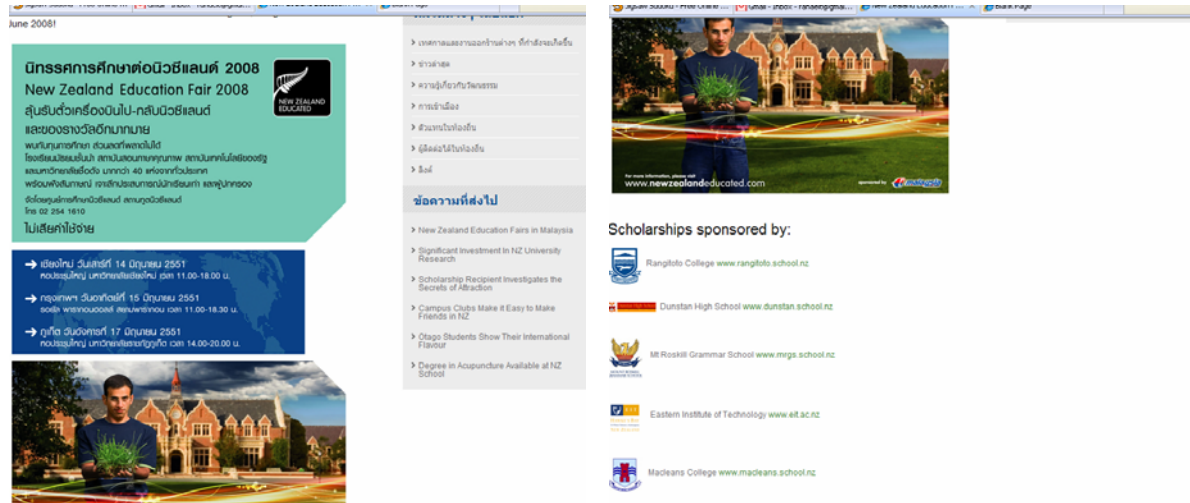
### **Pre-Event: News Coverage Online**

1. [www.ryt9.com](http://www.ryt9.com)
2. [www.ThaiPR.net](http://www.ThaiPR.net)
3. [www.iam.in.th](http://www.iam.in.th)
4. [www.dailynews.co.th](http://www.dailynews.co.th)
5. [www.kungwanevent.com](http://www.kungwanevent.com)
6. [www.panthip.com](http://www.panthip.com)
7. [www.sanook.com](http://www.sanook.com)
8. [www.newswit.com](http://www.newswit.com)
9. [www.matichon.co.th](http://www.matichon.co.th)
10. [www.thaipr.net/nc/readnews.aspx?newsid=2C6FEF57D8A9871029A14CE9364FD986&sec=all](http://www.thaipr.net/nc/readnews.aspx?newsid=2C6FEF57D8A9871029A14CE9364FD986&sec=all)
11. [www.thaipr.net/nc/readnews.aspx?newsid=B8871FAD0D2BE5BC23AFAE97ED831003&sec=all](http://www.thaipr.net/nc/readnews.aspx?newsid=B8871FAD0D2BE5BC23AFAE97ED831003&sec=all)
12. [www.thaipr.net/nc/readnews.aspx?newsid=995CC11A65922B75D2CAB13550291241&sec=all](http://www.thaipr.net/nc/readnews.aspx?newsid=995CC11A65922B75D2CAB13550291241&sec=all)
13. [www.ryt9.com/news/2008-05-15/35512557/](http://www.ryt9.com/news/2008-05-15/35512557/)
14. [http://th.88db.com/th/Discussion/Discussion\\_reply.page/Lesson\\_Instruction/?DiscID=1205](http://th.88db.com/th/Discussion/Discussion_reply.page/Lesson_Instruction/?DiscID=1205)
15. <http://webboard.news.sanook.com/forum/?topic=2351495>

16. <http://campus.sanook.com/campusnews/detail.php?id=6113>
17. <http://www.khum.net/news-read/802800>
18. <http://www.kungwanevent.com/scripts/eventdetail.asp?nEventID=4795>
19. [http://www.dailynews.co.th/web/html/popup\\_news/Default.aspx?Columnid=57459&NewsType=2&Template=1](http://www.dailynews.co.th/web/html/popup_news/Default.aspx?Columnid=57459&NewsType=2&Template=1)
20. <http://www.newswit.com/news/2008-05-15/0920-90448705d66f483396d024994be14dd4/>
21. <http://www.newswit.com/news/2008-05-16/0337-2008-new-zealand-education-fair-2008/>
22. [http://www.yenta4.com/webboard/viewtopic.php?cate\\_id=129&post\\_id=1244654&order\\_reply=0](http://www.yenta4.com/webboard/viewtopic.php?cate_id=129&post_id=1244654&order_reply=0)
23. <http://www.siamrath.co.th/UIFont/NewsDetail.aspx?cid=39&nid=14926>
24. [http://www.i-love-freedom.com/news\\_detail.php?id=229](http://www.i-love-freedom.com/news_detail.php?id=229)
25. <http://www.boybdream.com/manager-news-content.php?newid=54490>
26. <http://talk.mthai.com/topic/10482-นิทรรศการศึกษาดูงานนิวซีแลนด์ 2008 new zealand education fair 2008>
27. <http://www.dek-d.com/activities/shownews.php?id=25285>
28. <http://blog.eduzones.com/kmitl/5916>
29. <http://www.iam.in.th/story.php?id=272>
30. <http://www.pantip.com/cafe/siam/topic/F6654488/F6654488.html>
31. [http://www.matichon.co.th/matichon/matichon\\_detail.php?s\\_tag=01pra05030651&day=2008-06-03&sectionid=0131](http://www.matichon.co.th/matichon/matichon_detail.php?s_tag=01pra05030651&day=2008-06-03&sectionid=0131)
32. <http://www.oknation.net/blog/ponpon/2008/06/04/entry-1>
33. <http://www.manager.co.th/Campus/ViewNews.aspx?NewsID=9510000071672>

New Zealand Educated Website Promotion

[http://www.newzealandeducated.com/th/en/blog/entry/new\\_zealand\\_education\\_fairs/](http://www.newzealandeducated.com/th/en/blog/entry/new_zealand_education_fairs/)



As shown in the breakdown of how the visitors found out about the fairs –about 5% to 10% of visitors had checked out the website first. We had 574 hits to the website since 1 May 2008. Please see Visitors Data – Page 21

**2.2 Participants/NZ Representatives**

Institution Name	Participant Name
ACG	Tarsha Waterhouse
AUT University	Frances Little
Avonside Girls High School	Lynne Bull
Avondale College	Rachel Sterling

Botany Downs Secondary College.	Jennifer Kirkham
Burnside High School	Rhonda Brodie
Chisnallwood Intermediate School	Richard Paton
Christchurch College of English Ltd	Nick Arnott
Christchurch Polytechnic Institute of Technology	Annie Goh
Cornell Institute of Business and Technology	Jane Sim
Dunstan High School	Murray Radka
Eastern Institute of Technology	Christine Wright
Epsom Girls Grammar School	Peter Verner
Eurocentres Auckland	Giuliana Silveira
Gisborne Boys' High School	Michele McCarthy
Glen Eden Intermediate School	Lesley King
Kaitao Middle School	Rory O`Rourke
Kiwi English Academy	Kate Herbert
Lincoln University	Julian Becker
Macleans College	Warren Yardley
Massey University	Farnaaz Mohammed
Middleton Grange School	David Gillon
Mountainview High School	Bruce Aston
Mt Roskill Grammar School	Jean Harding
Murrays Bay Intermediate School	Paul Evitt
Newlands College	Deb Mills
Opihi College	Afsaneh Howey
Otumoetai College	Roy Ballantyne
Otumoetai Intermediate School	John Stanley
Ponsonby Intermediate School	Jill Charlton
Rangitoto College	Robbie Pickford
Rathkeale College	Glenn McIntosh
Royal Business College	Phoebus Yin
St Patrick's College	Wayne Mills
Takapuna Grammar School	Terry Holding
Tauranga Boys' College	Gerard McGrath
Tauranga Girls' College	Julie Sommerville
Tauranga Intermediate School	Annemieke Hart
The New Zealand School of Travel & Tourism/ Computer Power	Jarunun Hemnithi-Rogers
The University of Auckland English Language Academy	Laura Hopkins
University of Canterbury	Jean Williamson
University of Otago Language Centre and Foundation Year	Chanel O'Brien
Victoria University of Wellington	Roger Armstrong
Wanganui High School	Robert Lakeland
Wellington College	Michael Pallin
Wellington Girls' College	Heather Twigg
Wellington Institute of Technology	Prabha Ravi
Western Heights High School	Murray Pearce
William Colenso College	Mark Cleary
Waikato Institute of Technology (Wintec)	Robyn McCollum

Below is the list of agents that assisted New Zealand participants:

Chiang Mai Fair

1. Baan Pasa NES
2. CP Education
3. Global Learning
4. Mentor

## Bangkok Fair

1. Hearts & Minds
2. I Do Study
3. Jasmine NZ
4. Kiwi Centre
5. Knowledge Plus
6. Learning Curve
7. Mentor
8. NZ Study
9. O.E.C Global
10. Our Kids Education Planner
11. Scholar Guide
12. Smart Education
13. Study Plus

### 2.3 Market Briefing

NZTE Bangkok office provided a briefing session for participants on 12 June 2008 before the networking function in Bangkok. Detailed information on the market and a list of active agents was prepared for all participants. A CD containing the Market Information, Promotion Activity Report, and updated list of agents was given to all participants.

Karlene Davis, Trade Commissioner, was also at the market briefing session to welcome participants and to provide an update on the Thai political and economical situation.

Matt Burden of Immigration New Zealand provided updated information and background on Immigration New Zealand's services and visa statistics in Thailand. The presentation was included in the CD containing the Market Information given to all participants.

### 2.4 Presentations and Speeches

Karlene Davis, Trade Commissioner of the Bangkok office gave the opening address at the opening ceremony at 12 noon on 15th June.

Karlene indicated in her speech that the Education Fair is a useful event for Thai students and parents to meet NZ representatives and gather information from many different schools, universities and English language schools.

### 2.5 Seminar Schedule

#### Chiang Mai - 14 June 2008

Time	Programme	Conducted by
12.30-1.00pm.	Tourism New Zealand DVD	NZ Education Office, NZTE
1.00-1.30pm.	Tips for getting NZ Visa	Immigration New Zealand
1.30-2.00pm.	LIVE New Zealand ... Beyond Education	NZ Education Office, NZTE
2.00-2.30pm.	Unique opportunity with Working – Holidays Visa	NZ Education Office, NZTE
2.30-3.00pm.	Secondary school, University and Study English in NZ	NZ Education Office, NZTE
3.00-5.00pm.	Planning your holidays to New Zealand	Tourism New Zealand

5.00-6.00pm.	Games & Lucky Draw	NZ Education Office, NZTE
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#### Bangkok - 15 June 2008

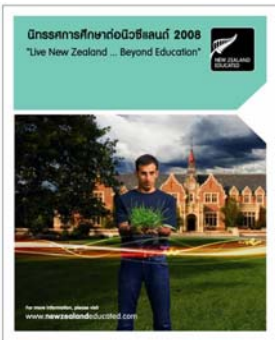


Time	Programme	Conducted by
11.00am.	Fair open to public	
11.50 – 12.30	Opening Ceremony, chaired by NZ Trade Commissioner	NZ Education Office, NZTE
12.30 -1.00pm.	Banking and money advice	Krungthai Bank
1.00 – 2.00pm.	NZ Alumni Interview – (K. Songkarn, K. Joolpeera, K. Paravee)	NZ Education Office, NZTE
2.00 – 2.30pm.	Tips for getting NZ Visa	Immigration New Zealand
2.30 – 3.00pm.	LIVE New Zealand ... Beyond Education Secondary school, University and Study English	NZ Education Office, NZTE
3.00 – 3.30pm.	NZ Virtual Field Trip Experiences (NZ Online Education Showcase)	IPST
3.30 – 5.00pm.	Planning your holidays to New Zealand	Tourism New Zealand
5.00 – 5.30pm.	Best airline to fly to NZ	Malaysia Airlines
5.30 – 6.00pm.	NZ Alumni's Family Interview (K. Teerapol's Family)	NZ Education Office, NZTE
6.00 – 6.30pm.	<b>Interview session:</b> NZ scholarships Eastern Institute of Technology, Mount Roskill Grammar School, Macleans College	NZ Education Office, NZTE

#### Phuket - 17 June 2008

Time	Programme	Conducted by
2.00 - 2.30pm.	Arrival of the Phuket Governor	NZ Education Office, NZTE
3.30 – 4.30pm.	LIVE New Zealand ... Beyond Education Secondary school, University and Study English	NZ Education Office, NZTE
4.30 – 5.00pm.	Tips for getting NZ Visa	Immigration New Zealand
5.00 – 6.00pm.	NZ Alumni Interview	NZ Education Office, NZTE
6.00 – 6.30pm.	Best airline to fly to New Zealand	Malaysia Airlines
6.30 – 7.00pm.	Tourism New Zealand DVD	NZ Education Office, NZTE
7.00 – 8.00pm	<b>Interview session:</b> NZ scholarships Rangitoto High School Dunstan High School	NZ Education Office, NZTE

#### 2.6 Giveaway Items

5,000 copies of the Fair Booklet with 4,000 giveaway bags and 4,000 pens were produced as below.

Description	Quantity	Image
<b>1. Fair Booklet</b> (a directory of participants) (For visitors on event day)	5,000	
<b>2. Giveaway Bag</b> (For visitors on event day)	4,000	
<b>3. Giveaway Pen</b> (For visitors on event day)	4,000	

## 2.7 Attendance

City	NZ Participants	Number of Registrations	Visitor Headcount
Chiang Mai - 14 June	15 Institutions	532	680
Bangkok – 15 June	47 Institutions	1,744	1,862
Phuket – 17 June	24 Institutions	244	544
<b>Total</b>		2,520	3,086

## 2.8 De-briefing with New Zealand Representatives

### Chiang Mai Fair

This fair had been moved from a week day to a weekend. Generally parents came with their children to the fair.

#### Positive feedback:

- Pleasing visitor number - constantly busy
- Good quality of attendees
- Timing of fair and hours open to the public worked well

- Good coffee break and lunch box
- Quality accommodation and hotel services

Suggestions:

- Wine and alcohol should be provided at the Networking Function.
- Consider other venues for the Fair like a hotel as an option for 2009.
- Booth layout should be reorganised by region rather than sector.
- Corner booth access was tight and caused the visitors to block access to booths on each side.

### **Bangkok Fair**

This year was the first time the fair was reduced to a one day event. We also changed the venue to the Siam Paragon Exhibition Hall.

Positive feedback:

- Venue is excellent, very accessible, up-market, clean, and open and bright
- Visitor number was good for a one day fair.
- Size of the booth was great.
- NZ Music was good.
- Majority of people prefer a 1 day only fair rather than a 2 day fair. This was voted on at the debriefing session.
- Networking Function was a good opportunity to meet lots of people and agents.
- The Networking Function ran very smoothly and was a very successful evening.
- Congratulations to all for our hard work. It's a very successful fair.

Suggestions:

- The colours of the advertising banner, especially on the BTS stand, were lost with surrounding advertising and did not draw the eye.
- More activities in the building and around the place will help to draw people and for people to locate the hall.
- The cost of Bangkok fair is quite high due to an increment of 40% in the cost of the venue and other increased costs.
- Require more set up time.
- Need water to be passed around and available for participants at the booth.
- Run a quick housekeeping announcement a few times in the morning to ensure that all institutions are there and have heard it.
- For future PACE events, ENZ will reserve the right to suggest alternatives to requested Collaborative or Regional booth names.
- Some interpreters were coming in late.
- Music was still a bit loud even for those that were at the back because the venue echoed.
- The layout meant that people went straight down and did not really look at the institutes facing the Back. But it also meant when they came back down they should see them, so generally it was OK.

### **Phuket Fair**

2008 was the first time a New Zealand Education Fair had been held south of Bangkok in over 5 years. The Phuket Fair was very quiet, but it is a matter of building up relationships and maintaining contact for a few years before re-evaluating.

Suggestions:

- Need more advertising.
- Networking function was suggested to host New Zealand alumni, since there are lots of them in Phuket.
- Should consider changing to a hotel venue to nearby the beach for participant's "downtime"
- Better venue is required. Maybe Central Festival in Phuket, which is expensive and would require a 10 day booking. A few prestigious alumni families suggested trying to get a day booking at the Central Festival next year. This will be followed up with the families.

- Tertiary institutes suggested changing the fair period to November. This will be further discussed at the ENZ conference, in the Pace Workshop.
- New Zealand Educated brand image 'Trusted' was used for fair promotion. It is seen as dull and boring by some. There was a recommendation to change back to 'Lively', however, the 'Lively' image was used last year and there were strong complaints as to it's unsuitably for the secondary market. There was concern that the only photo featuring secondary students is Welcoming.

In late May a new set of brand images were photographed, these will be officially released by ENZ at Conference; there are now 14 image options for fair promotions.

## 2.9 Further Information

NZTE Bangkok Office received support from other education related organisations in Thailand. The following organisations were given a free booth space to provide useful information related to New Zealand education at the fairs:

- Tourism New Zealand
- Immigration New Zealand
- New Zealand Alumni Association
- Malaysia Airlines
- TIECA: Thai International Education Consultant Association

Moreover, Malaysia Airlines' Bangkok office provided three free round trip tickets (Bangkok – New Zealand – Singapore) and these were used as lucky draw prizes at each of the fairs.

### 3. Summary of Participants' Evaluations

27 out of 47 participants completed the online evaluation.

#### Bangkok

There was some difference in opinion over which is the best venue ... despite this I spoke at length to many parents and their children.

Well Done, Thank You

Attendance numbers were excellent for a one day event. Very impressed with the number of visitors and their quality. You chose the best venue in Bangkok.

Expensive venue, which made the fair very expensive

Venue and booths were excellent, the timing of one day was excellent as well.

Exhibitors should be informed about the house keeping, e.g. water, coffee/tea...

A one day Fair was insufficient to catch up with all of the agents we work with. The Fairs should be held over 2 days. As this is a one off event showcasing NZ Education, it should run over 2 days.

An explanation of what an Intermediate school was would have been helpful as many Thai people were unsure of this. It would have been nicer in the cluster group to have the name of the school along the top of the booth. And with no backing, it made the booth look untidier than the other booths.

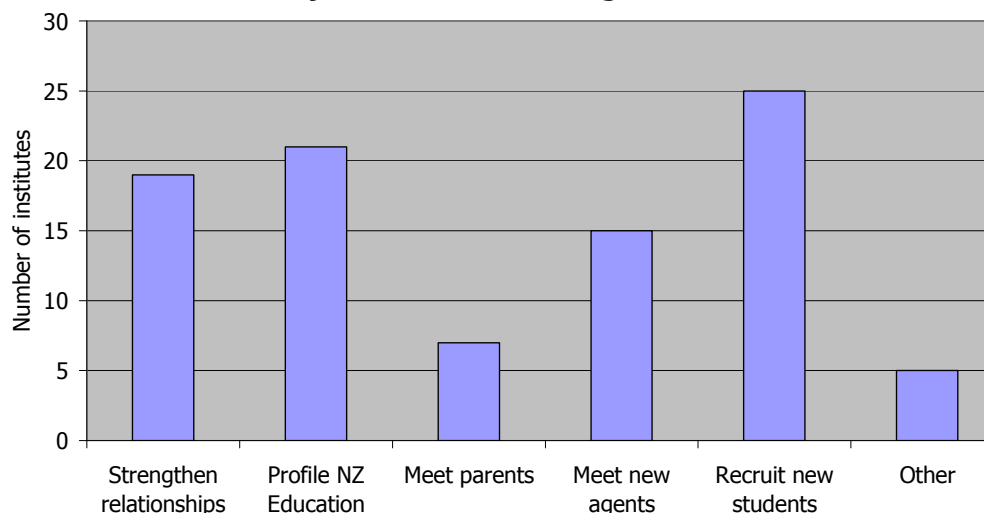
Enhanced pre-fair briefing, especially for those that have not attended such an event before

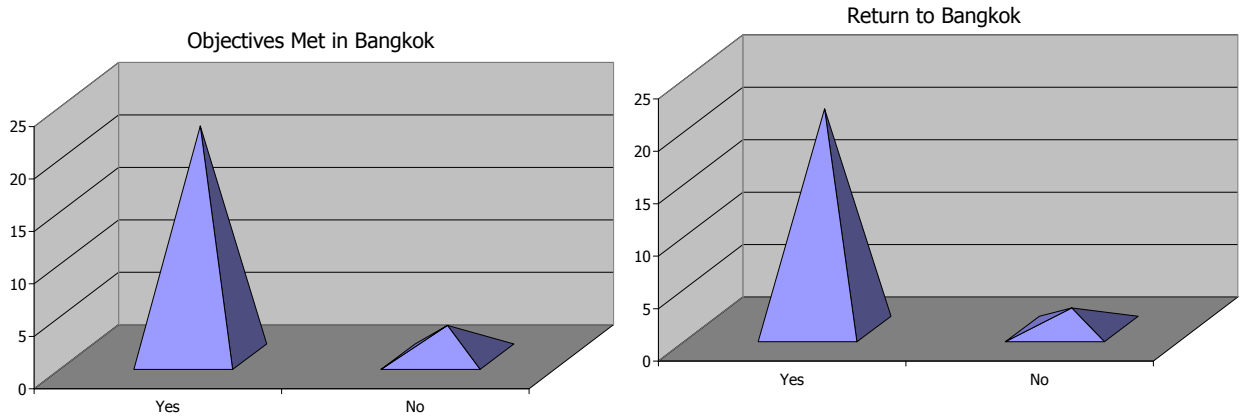
The advertising seemed minimal in the Siam Centre and the choice of brand image – Lincoln Grass PHD Student – seemed inappropriate and did not make sense to the Thai people we asked

Happy to have attended the networking function before the Fair, as met with lots of agents.

Overall very pleased and in some cases exceeded expectations.

Objectives for the Bangkok Fair





### Chiang Mai

Venue and booth set up were good.

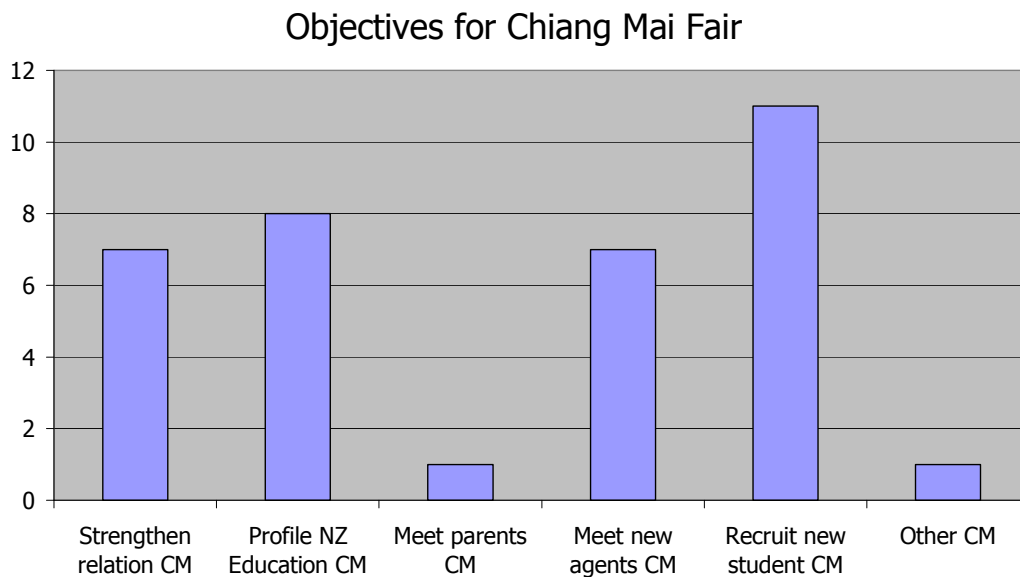
I expected to meet more academics, as the venue was a university

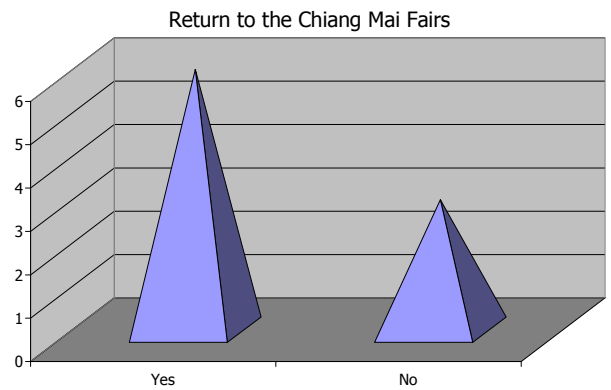
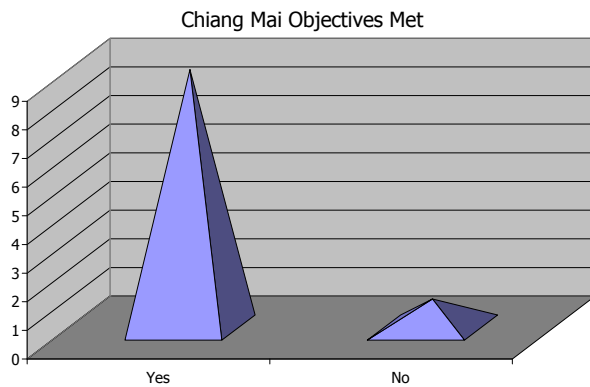
Do not like the venue, but do not have ideas for a better venue. Noticed that the Australians hold their fairs at the Holiday Inn??

Met many agents in the networking function.

Stagger the departure to the venue, for Chiang Mai. There was a limitation with the transport.

The room seemed more attractive this year





## Phuket

Good set up considering it was in a Shopping Mall

Poor venue for the fair and accommodation. There was only one agent in Phuket, which makes it very marginal.

This was not a good venue. We were expecting booths like the other fairs. Difficult to display material, as it needed to be stuck to something.

Table arrangements were all that were required, a good set up. Having high school students attend was a good idea.

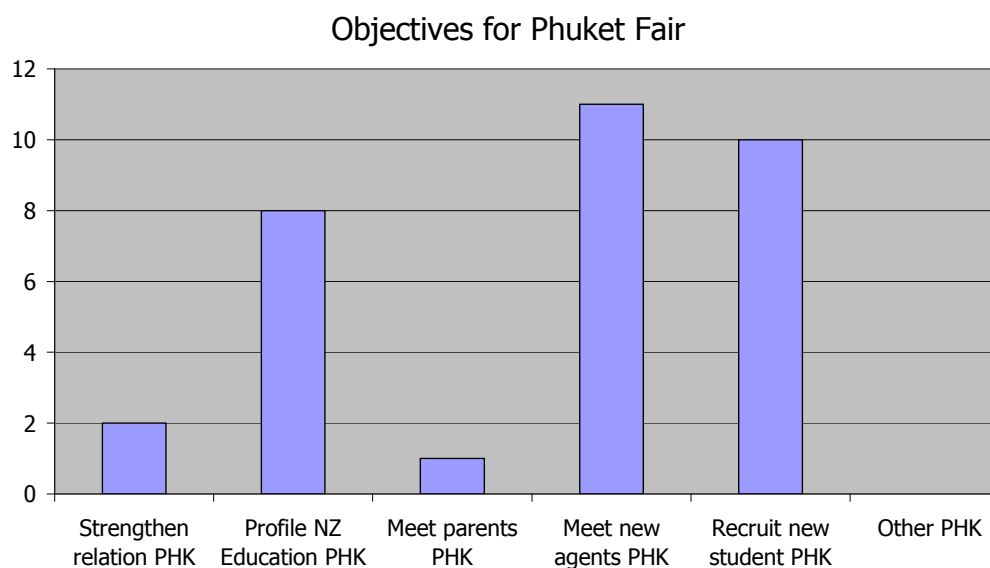
Alternative accommodation to the Metropole Hotel

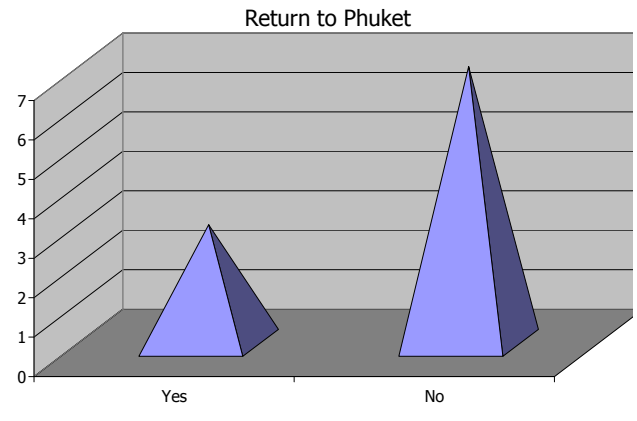
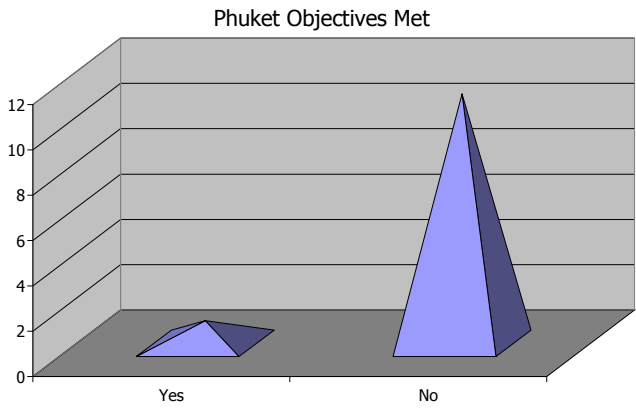
At the networking function could we have name badges clearly marked with the names of the guests and the company/organisation they come from?

Having the High Schools attend was a good idea. Table arrangements were all you needed.

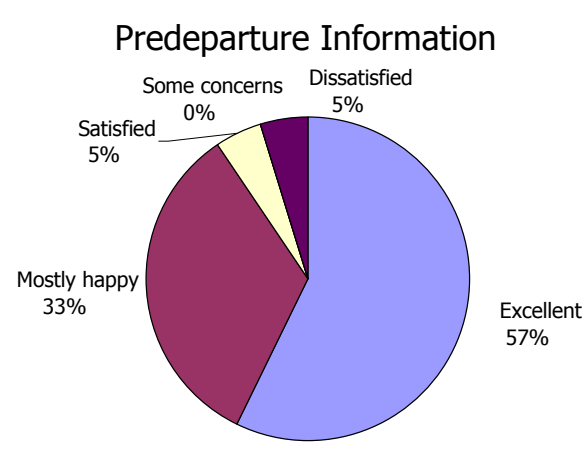
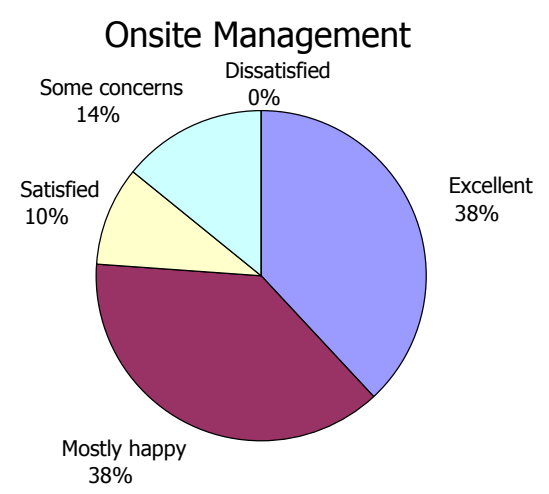
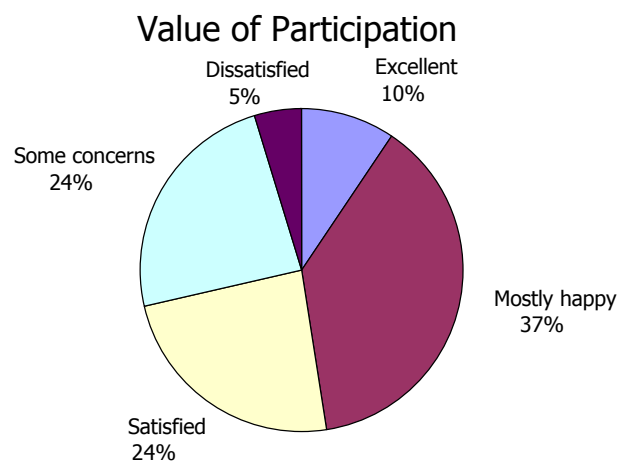
General feeling is November is the best time to hold a fair

Although Phuket visitor numbers were not large, Phuket is a wealthy market and it is worth pursuing, I would like to see it remain as a fair venue





The following graphs relate to feedback regarding all events



## 4. Recommendations for Future Events

Venue, Time and Date for 2009 are suggested as below:

### **CHIANG MAI**

Venue: Chiang Mai University Hall and other venues in the same area will be explored.

Time/Date: A 1-day fair during a weekend

### **BANGKOK**

Venue: Royal Paragon Hall, Siam Paragon Shopping Complex

Time/Date: A 1-day fair during a weekend

### **PHUKET**

Venue: The cost and availability of Central Festival will be explored for possible consideration for the Phuket fair next year.

Time/Date: A 1-day fair during a weekday with an aggressive road-show programme before the fair

### Branding and Design

- It is likely that the new branding photos launching at the ENZ Conference 2008 will offer more selection to promote the fair series next year. Image and colour decisions will be made based on Thai preferences, to suit the market.

### Booth Construction and Layout

- Booth layout will be organised by sector rather than regionally, and will be arranged to ensure an exposure of the entire booths to face the visitors.
- Corner booths will be placed to have more space between each of the booths, or omitted completely.

### Logistics and Housekeeping

- Set up time will be extended prior to the fair opening.
- The quick housekeeping announcement will be run a few times in the morning to ensure participants hear it.
- Water bottles will be provided at each booth.

### Networking Function

- The Networking function will be reformatted or re-considered to refresh the image and attract the participation of agents.
- Provision of wine and alcohol will be considered, based on available budget.
- The Networking function in Phuket will be centred on New Zealand alumni to build up the New Zealand network.

### Agents and Interpreters

- It is more effective to have a local education agent (rather than a paid interpreter) to assist and interpret at the fair, agents will filter leads and follow up and have a vested interest.
- The Phuket market needs more agents to help promote New Zealand education.

### Intermediate Schools

With an increase in participation from Intermediate Schools, an explanation of Intermediate could be included in the Fair Booklet, or a Thai translation included within those booths

### Light and Sound

- The volume of music and activities will be monitored to reduce distraction and echo.

#### Promotion Activities

- Possible activities in the building and around the venue will be developed to help attract more visitors and to direct people the venue.
- More high profile key note speakers during the fair, and promoted prior to the fair.
- Promote Thai alumni interview in newspapers and selected magazines prior to the fair.
- Cost and visibility of advertising in Phuket will be explored for additional and alternative channels.
- The donated scholarships from participants were very successful, generating many queries before and after the fairs.
- It is important to maintain a strong profile for New Zealand Education

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Education New Zealand

Completion Date: 21 July 2008

## Appendix A: Photos

Photos from the Fair series can be viewed as a moving animation at

<http://animoto.com/play/quuUwUr16OwAjhqDs8HbkA>

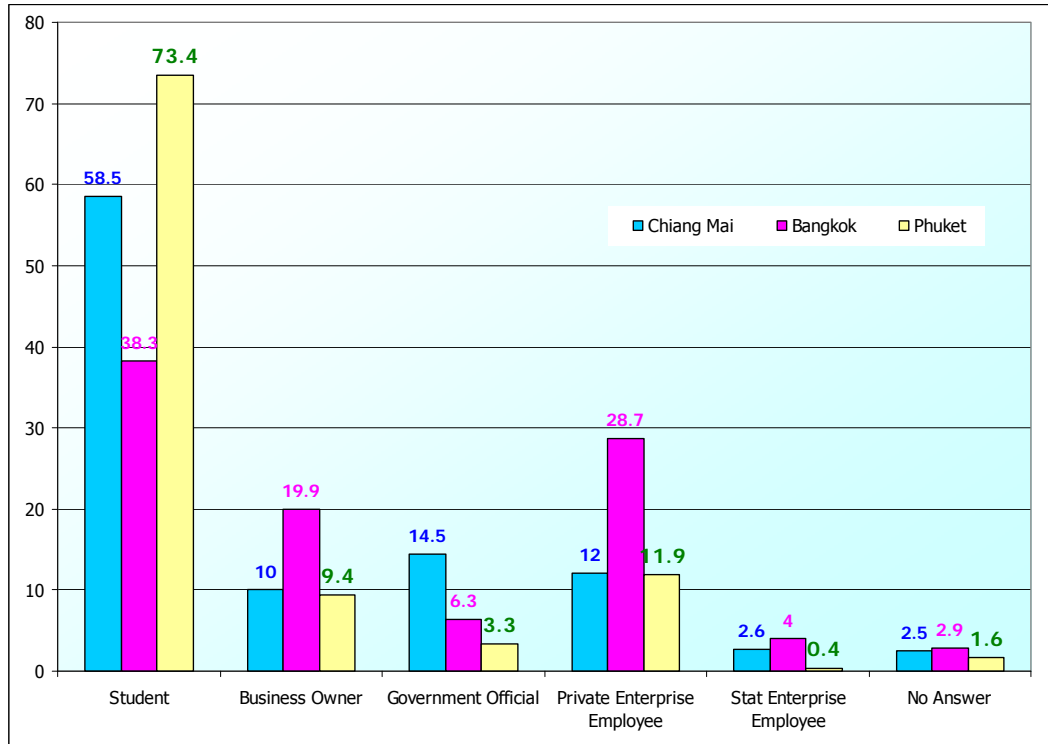
Photos from the Fair series can be downloaded from

<http://www.flickr.com/photos/27527622@N04/sets/72157606062282734/>

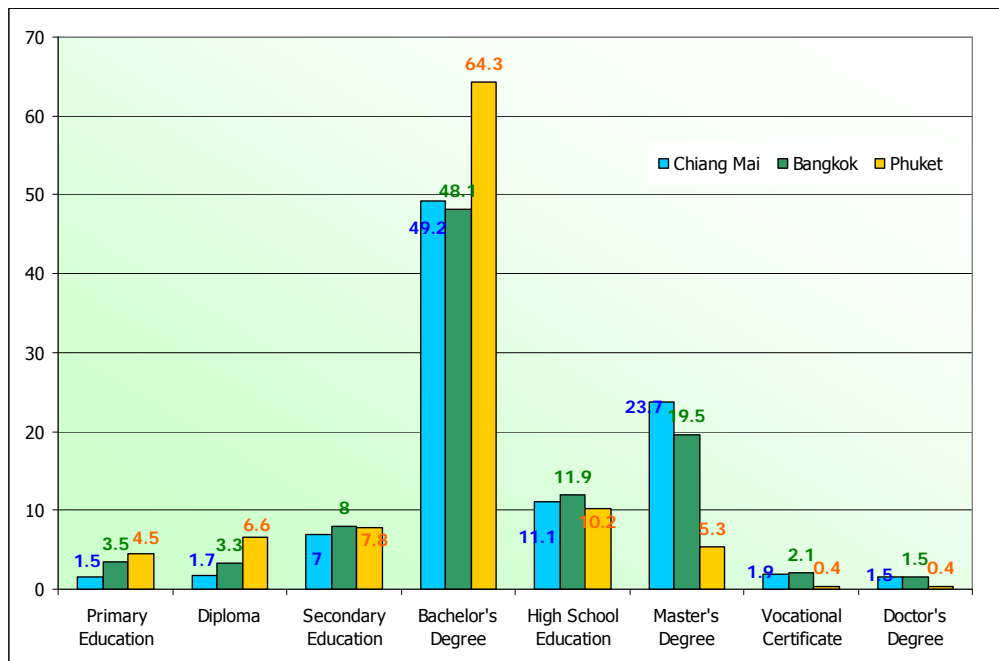
The Market and Immigration updates were presented to participants on Thursday 12<sup>th</sup> June before the networking function in Bangkok. The presentations were distributed to participants on disk. Data is too large to include in this report however further disks are available from Education New Zealand on request.

## Appendix B: Visitor Data

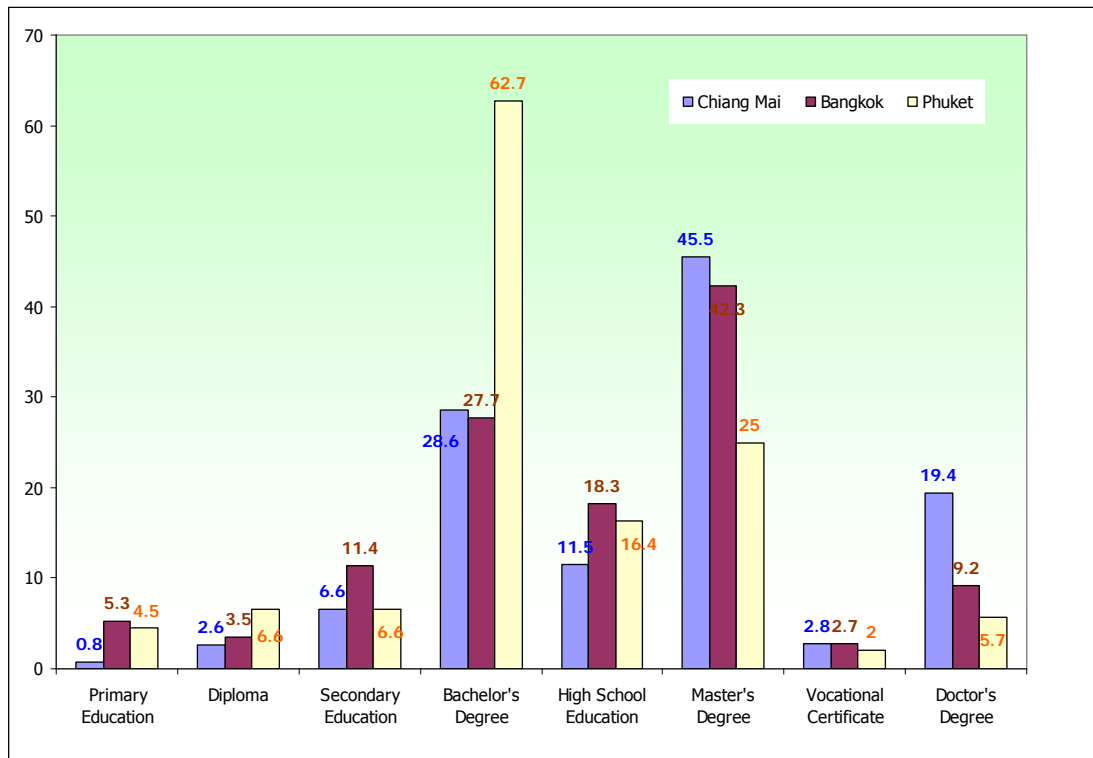
### 1. Occupation of Attendees



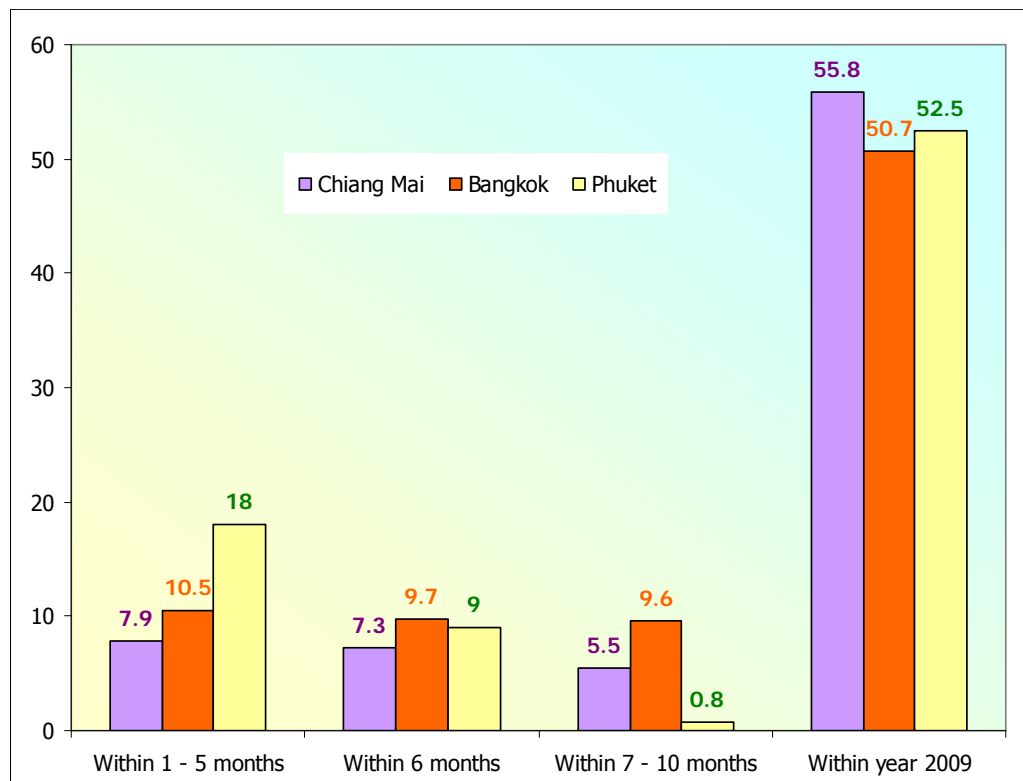
### 2. Education Level of Attendees



### 3. Level of Education you are interested in

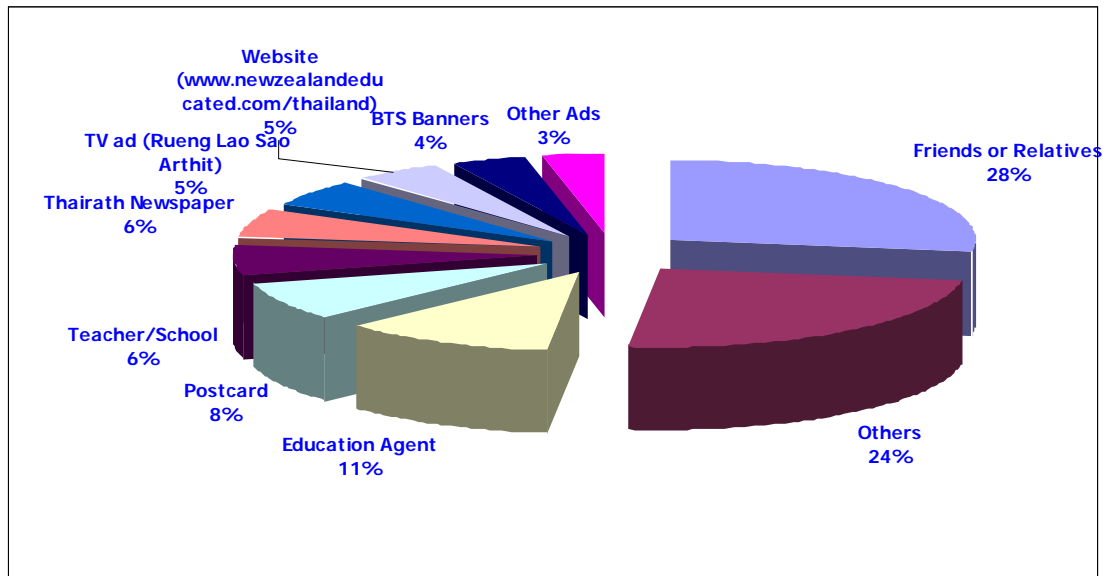


### 5. When are you planning to travel?

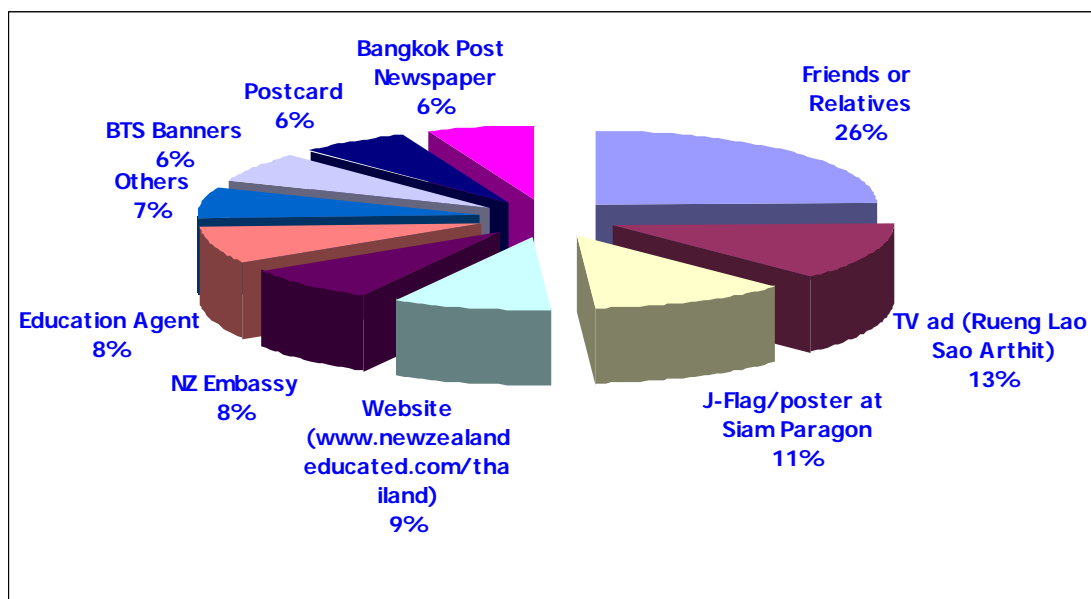


## 6. How did you hear of the fair?

Chiang Mai



Bangkok



Phuket

