

Fair Report

This report serves as a summary and evaluation of a PACE 2007 offshore fair. It is confidential between ENZ, NZTE and fair participants for 6 months following the event, after that time it is available to industry via the Education New Zealand website.

Name of Event	New Zealand Education Fairs
Country Name	India
Event Date	15 – 22 April 2007

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1. Executive Summary

- This is was the second year of the April fairs, which were successfully organised in Mumbai, Cochin & New Delhi on 15, 18 & 22 April respectively.
- The 3 fairs attracted a total of 1,435 visitors in 3 days
- The New Zealand institutes that participated consisted of 6 universities, 8 institutes of technology and 6 Private Training Establishments. There was an increase in the number of smaller private providers taking part, compared to past fairs.
- All 3 cities generated very good response
- All participants (both NZ & NZIER) were extremely pleased with the response both in terms of quantity & quality
- Print & outdoor campaign was very well received. Ogilvy managed the press coverage well.
- The DHL consignment arrived in all cities on time.
- A cocktail evening was held in Mumbai prior the beginning of the fairs. All NZ participants & NZIER members were invited.

2. Event Details

2.1 Promotional Activities

The aims of the publicity material were to:

- Attract maximum numbers to the education fairs in Mumbai, Cochin & New Delhi
- Promote New Zealand as a preferred destination not just for higher studies but also for career opportunities

The advertising campaign was designed based on the feedback and suggestions provided by the NZIER members and approved by Education New Zealand.

Target Group:

Primary – Indian students at year 11 & 12 considering tertiary education and their parents
Secondary – Indian students considering postgraduate study

A comprehensive media campaign was developed keeping the objective in mind. The fairs were promoted through 3 inserts in popular publications in each of the cities. To ensure high recall print campaign was supported by radio ads on Hit 95FM in Delhi and Radio One in Mumbai, in a very intense 5 day burst.

All print ads were a reasonable size at 400sq.cm. The 5 day radio advertising was made up of 8 radio spots per day for 20 seconds each. In addition, 2 advertorials were also published in leading newspapers in Delhi & Mumbai. For the print campaign a mix of leading dailies and their education supplements were used.

A 35 second New Zealand education video including the Delhi fair details was developed. This video was aired at about 52 plasma screens (managed by LiveWire Media) at McDonald outlets and 30 Nirulas outlets (Indian fast food chain); this activity was undertaken for 2 weeks before the fairs. In addition to these screens, Livewire has a number of plasma screens at upmarket shopping malls, etc which was also part of the campaign. On the whole the New Zealand ads were aired at 225 screens across North India. These screens basically provide in-house entertainment for the patrons through songs, news flashes and commercials. The activity was aimed at supplementing the print and radio campaign.

Print Media Schedule:

City	Newspaper	Colour or B/W	Page	Day & Date
Mumbai	Education Times	Colour	Back Pg	Monday, 9 April
Mumbai	Times of India	Colour	3 rd Page	Saturday, 14 Apr
Mumbai	Mid-Day	Colour	5 th Page	Friday, 13 April
Mumbai	Mid-Day (advertorial)	Colour	3 rd Page	Saturday, 14 Apr
Cochin	Malayala Manorama	B/W		Sunday, 15 April
Cochin	Hindu (all Kerela)	B/W	5 th page	Sunday, 15 April
Cochin	Malayala Manorama	B/W		Tuesday, 17 April
New Delhi	Education Times	Colour	Back page	Monday, 16 April
New Delhi	Times of India	Colour	3 rd Page	Saturday, 21 April
New Delhi	Hindustan Times	Colour	3 rd Page	Saturday, 21 April
New Delhi	HT Horizon (advertorial)	Colour	3 rd Page	Wednesday, 18 April

Outdoor Campaign:

For the first time outdoor advertising was used as an additional method in creating fair publicity, this was included based on recommendations from the NZIER representatives. Two bus shelter posters were put up at prominent locations in Delhi and one hydraulic mobile hoarding was doing rounds at well-known student hangouts in the National Capital Region.

A big outdoor campaign was undertaken in Cochin, which included 10 big signboards, 10 big arches and about 50 banners; all these were located at prominent locations and junctions in Cochin.

PR Activity:

PR exercise was undertaken by Ogilvy Public Relations in Delhi, Mumbai & Cochin. The objective of the exercise was to:

- Generate increased traffic to the fairs in each of the cities
- Establish New Zealand as a prime destination to study and work

Press Release was drafted and disseminated for a pre-event press release to all education media a week prior in each of the cities. This was undertaken to publicise the fair details.

During the fair, one-on-one interviews were organised in Delhi & Mumbai, with print and TV journalists. In Cochin, a press conference was arranged with print and local news channels. During the interviews the spokesperson highlighted various benefits of studying in New Zealand, tuition & living costs, etc, which are essential to know from a student's perspective before making a decision. The spokesperson also highlighted the growing demand for skilled manpower in various areas, resulting in ample job opportunities for students after graduation.

2.2 Participants/NZ Representatives

The NZ institutions who attended one, two or all of the Indian fairs are listed below

Institution Name	Participant Name
Massey University	Moira Hagenson
University of Canterbury	Farida Memon
University of Waikato	Manpreet Kaur
Auckland University of Technology	Pamela Miller / Bruce Jones
Victoria University	Roger Armstrong
Waikato Institute of Technology	Robyn McCollum
UCOL	Bruce Osborne
Lincoln University	Jenny Wilson
Unitec	Vivienne Kingsbury
Wellington Institute of Technology	Prabha Ravi
Christchurch Polytechnic Institute of Technology	Annie Goh
Eastern Institute of Technology	Helen Kemp
Manukau Institute of Technology	Kerry Clarke / Tricia Reade
Whitireia Community Polytechnic	Kaye Le Gros
Natcoll Design Technology	Sue Allard
Pacific International Hotel Management School	Sadhana Baijal
North Shore International Academy	Girish Nair
Cornell Institute of Business & Technology	Harjinder Sadra
Wollongong College Auckland Campus	Ananh Mokashi
NZ International Campus	Glenn Pope

2.3 Presentations and Speeches

- H.E. Mr Graeme Waters, New Zealand High Commissioner to India inaugurated the Mumbai fair. He made a short welcome speech, addressing the students and parents present at the fair, covering the key benefits of studying in New Zealand and an insight on the culture & lifestyle of New Zealand.
- Mr Paul Vaughan, Trade Commissioner did a short speech while addressing the media at the press conference in Cochin. The press was informed about the key benefits of studying in New Zealand and the New Zealand government policy towards international students.
- Sir Richard Hadlee was expected to inaugurate and address the visitors & media at the New Delhi fair, however that was cancelled due to his unexpected illness.

2.4 Seminar Schedule

There were 2 rounds of student seminars arranged in each of the cities; the seminar schedule was included in the newspaper adverts as well.

1.00 – 2.00pm Student Visas, conducted by INZ staff

2.00 – 3.00pm Studying in New Zealand, conducted by Jugnu Roy, NZTE

2.5 Agent Session

Two rounds of meetings were organised for the NZIER members with NZTE, INZ & the NZ institutions representatives in each of the cities.

In the morning session, a market briefing was held by the local NZIER members and NZ participants. The briefing covered the marketing activities undertaken by the agents, the quality of students they were getting, subject areas which were becoming popular in their market, competitor activity and ideas to further develop the market. NZTE discussed the promotional activities undertaken for the fair publicity in that city.

The evening meeting was mainly a feedback session to discuss the fair, what went well and what could be improved for future events. Also, some of the NZIER members used this forum to discuss their grievances with NZ institutions regarding turn around times, commissions and student poaching happening in Auckland.

2.6 Giveaway Items

Visitors were given:

- Fair booklet (Study in New Zealand booklet for international students)
- Courses & Costs Handbook – 2007
- Study in New Zealand Magazine – November issue
- List of participating NZIER members (city wise, locally printed)

2.7 Attendance

The attendance at all the fairs was excellent:

LOCATION	NO. OF VISITORS APRIL 2007	NO. OF VISITORS APRIL 2006
Mumbai	435 (1 day)	475 (1 day)
New Delhi	600 (1 day)	630 (2 days)
Cochin	400 (1 day)	NA
TOTAL	1435	1105

2.8 Further Information

- Branded placards for NZ institutions and NZIER members gave mileage to the New Zealand brand promotion effort.
- There were some concerns expressed by the New Zealand participants about the floor plan arrangement. Some institutions facilitate strong regional affiliations and pathways.
- It was a little disappointing to notice that 2 of the NZ universities were not present at the fairs.
- Some ITPs and universities expressed their disappointment at the way some private providers exhibited at the fairs. It was felt that the quality of their courses was rather low and not necessary suitable for this market. They felt that this would both confuse students and possibly dilute the NZ brand over time.
- There were also concerns at some of the NZIER members promoting other study destinations at the NZ fairs.

3. Summary of Participant Evaluations

ENZ were disappointed that only five of the twenty attending NZ institutes completed the online evaluation form. Those that did evaluate the fairs felt that their objectives had been met. Four of the five were satisfied with the fairs overall.

Areas of success were:

- Promotional activity was felt to be very successful
- All commented on advertising and especially the outdoor activities working well. One commented on this type of advertising being money better spent as young people were less interested in the newspaper
- Very happy with the number of visitors
- Quality was high
- Good organisation. Good to have feedback meetings after the fairs
- Happy to have INZ travelling with the fairs
- NZTE and local agents worked well together to generate the number of students at the fair especially in Cochin
- Agent interviews helped with training and recruiting

Suggested Improvements were:

- Consider regional clusters as a potential floor plan
- Pre departure info, especially programme, needs to be sent out earlier.
- Ensure the quality of NZ institutes attending and courses being offered. Concerns regarding course level and student satisfaction jobs & leading to PR
- Keep it a 100% NZ quality fair (no courses promoting programs from other countries)

4. Recommendations for Future Events

- Continue to schedule 1 day rather than 2 day fairs, a better option both in terms of cost & effectiveness.
- Consider the concerns raised by some institutes regarding potential criteria/tightening of guidelines for New Zealand participants. Discuss with the Strategy Group.
- Draft up the floor plans earlier to allow time for consultation with participants.
- Tighten the project deadlines between NZTE & ENZ to enable organisation to start earlier, enabling earlier communication of fair arrangements to participants.
- Investigate the validity of sending entire consignment to Delhi for distribution to fair cities, rather than three batches leaving Wellington. This should simplify the consignment process.
- Use a similar publicity campaign for the September fairs as trialled in April that proved to be quite successful, especially use of advertorials and the outdoor campaign. The McDonald commercials, was a new medium used which was not the sole driver for the fair, but did act as constant reminders and also helped raise profile for NZ education. For September it is suggested to:
 - recommend to increase the investment in the outdoor campaign, especially in the small centres
 - explore the option of multiplex promotions
 - With the increasing number of radio stations in India, radio ads are slowly becoming less effective. It would be advisable to explore other mediums like online promotions instead of radio.

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