

PACE 2007

Promotional Activity  
Calendar for Education



## Post Fair Report

*This report serves as a summary and evaluation of an Education New Zealand PACE 2007 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	8 – 10 & 12 June 2007

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## Table of Contents

1.	Executive Summary	3
2.	Event Details	2
2.1	Promotional Activities	4
2.2	Participants/NZ Representatives	4
2.3	Market Briefing	6
2.4	Presentations and Speeches	6
2.5	Seminar Schedule	6
2.6	Agent Session	7
2.7	Giveaway Items	7
2.8	Attendance	7
2.9	De-briefing with NZ Representatives	7
3.	Summary of Participants' Evaluations (collated by ENZ)	9
4.	Recommendations for Future Events	11
	Appendix A	12
	Market Update and Promotional Activity Report	
	Appendix B	13
	Fair visitor numbers	

## 1. Executive Summary

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

This year the fairs were held on 8<sup>th</sup> June (Chiang Mai), 9<sup>th</sup>-10<sup>th</sup> June (Bangkok) and 12<sup>th</sup> June (Khon Kaen).

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

City	NZ participants	Number of Registrations	Number of Headcount
Chiang Mai (8 June)	12 institutions	457	578
Bangkok (9-10 June)	46 individual institutions and 1 regional group	975 (9 June) 1,120 (10 June)	1,090 (9 June) 1,250 (10 June)
Khon Kaen (12 June)	8 institutions	250	550

The number of visitors to the Chiang Mai and Khon Kaen fairs increased from 2006, however the number of visitors to the Bangkok fair decreased. Most participants confirmed that the quality of visitors was very good with visitors at all three venues seemingly more serious and keen to discuss their educational requirements in detail.

These fairs were the first events in the world to use the evolved 'New Zealand Educated' brand.

Krung Thai Bank and CAT Telecom were invited to be part of the Bangkok fair, in order to provide useful information to potential students and parents. Fair promotional flyers were distributed via Krung Thai Bank and CAT Telecom's monthly direct mailing leading up to the events.

## 2. Event Details

### 2.1 Promotional Activities

The following promotional activities were arranged to promote the Education fairs in Thailand. A detailed presentation of promotional activities, information and duration was held for NZ participants at the Market Briefing Session on the morning of 9<sup>th</sup> June. The promotion schedule included:

- Thai Newspaper advertising (Thai Rath, Krungthep Turakij, Kom Chat Luk, Post Today)
- English newspaper advertising (Bangkok Post, The Nation)
- Radio (Chiang Mai radio, Khon Kaen radio, Easy FM 105.5, Siam Square Radio)
- TV programme
- Magazine (Karn Suksa Wannee, Nation Junior)
- Poster distribution
- Direct mail
- Flyer Insertion (Krung Thai Bank and CAT Telecom monthly direct mailing)
- Handbill / flyer distribution
- Billboards
- Banners at Bangkok sky train and QSNCC Main entrances
- Banners at Khon Kaen university
- Banners on major streets of Chiang Mai
- Krung Thai Bank ATM Screen

### 2.2 Participants/NZ Representatives

Below are the participants of the Bangkok fair.

<b>Institution Name</b>	<b>Participant Name</b>	
<b><i>English language schools</i></b>		
Cathedral City Academy	Bruce	Aston
Christchurch College of English Ltd	Nick	Arnott
EF Education First	Jonas	Jacobsson
Excel English College	Dave	Phipps
New Zealand Language Institute	Carolyn	Bourke
<b><i>Intermediate schools</i></b>		
Chisnallwood Intermediate	Richard	Patton
Otumoetai Intermediate	John	Stanley

Tauranga Intermediate School	Annemieke	Hart
<b>Regional Group</b>		
Quality Auckland	Chris	Klaassen
<b>Secondary schools</b>		
Avonside Girls' High School	Rosalie	Johnson
Cambridge High School	Lauree	Fuller
Cashmere High School	Owen	Evans
Gisborne Boys' High School	Michele	McCarthy
Gisborne Girls' High School	Neroli	Boardman
Golden Bay High School	Justine	Butler
Hamilton's Fraser High School	Alex	Davis
ISENZ	Russell	Trethewey
Lincoln High School	Paul	Huggins
Marlborough Boys' College	Ray	Russell
Marlborough Girls' College	Karen	Stewart
Middleton Grange School	David	Gillon
Mountainview High School	John	Yeoman
Mount Aspiring College	Virginia	Cochrane
Nayland College	Judy	Glue
Newlands College	Grant	Jones
Otumoetai College	Roy	Ballantyne
Rangitoto College	Robbie	Pickford
Rathkeale College	Glen	McIntosh
Shirley Boys' High School	Anthea	McCully
Taradale High School	Stephen	Hensman
Tauranga Girls' College	Julie	Sommerville
Wanganui City College	Grant	Wilsher
Wanganui High School	Robert	Lakeland
Wellington College	Michael	Pallin
Wellington Girls' College	Heather	Twigg
William Colenso College	Robin	Stewart
<b>Tertiary institutions</b>		
CPIT	Annie	Goh
Eastern Institute of Technology	Christine	Wright
Lincoln University	Stephanie	Gamble
Massey University	Anke	Smith
Southern Institute of Technology	Suphattra	Bunsong
University of Auckland	Farnaaz	Mohammed
University of Canterbury	Farida	Memon
University of Otago	Wayne	Angus
Victoria University of Wellington	Roger	Armstrong
Wintec (Waikato Institute of Technology)	Robyn	McCollum
Wellington Institute of Technology	Prabha	Ravi

Below is list of agents that assisted NZ participants at the Bangkok fair:

1. NZ Study
2. Jasmine NZ
3. Knowledge Plus
4. Kiwi Centre
5. Hearts & Minds
6. Kiwi Today
7. Scholar Guide
8. O.E.C Global

- 9. Ideal Education
- 10. Makala Creation

### 2.3 Market Briefing

NZTE Bangkok office provided a briefing session for all participants on 9 June 2007 before the fair opened to the public. Detailed information on the market and a list of active agents was prepared for all participants. A CD containing both the Market Information Promotion Activity Report and an updated list of agents was given to all participants.

Alan Barry of Immigration New Zealand was invited to join the Market Briefing Session. He provided updated information and background on Immigration New Zealand's services in Bangkok and the region that his office covers.

### 2.4 Presentations and Speeches

Jo McEvoy, Trade Commissioner of the Bangkok office gave the opening address at the Opening Ceremony on 9 June 2007 at 1.00 pm.

Jo 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

Seminars at Chiang Mai Fair, Friday 8 June

Fair open: 14.00-19.30 hrs

- 16.00-16.30 Immigration New Zealand Information by INZ Bangkok office
- 16.30-17.00 Education in New Zealand by NZTE Bangkok Office
- 17.00-18.30 Self-Drive – Tourism Information by Tourism New Zealand Bangkok Office
- 19.00-19.30 Q&A and Lucky Draw

Seminars at Bangkok Fair, Saturday 9 June

Fair open: 11.00-18.00 hrs

- 12.30-13.00 Tourism Information by Tourism New Zealand Bangkok Office
- 13.00-13.30 Opening Ceremony by Jo McEvoy, NZ Trade Commissioner
- 13.30-14.00 Money and Insurance Advice by Krung Thai Bank
- 14.00-14.30 Internet and Telephone Service Information by CAT TeleCom
- 14.30-15.00 Games/ Stage Activities
- 15.00-16.30 Interview Alumni  
Ms. Siripirun Suritasararak, Secondary school experience  
Mrs. Anoma Sukhasvasti Na Ayudhya, Parent and Writer "Send a child to

NZ"

- 16.30-17.00 Immigration New Zealand Information by INZ Bangkok office
- 17.00-18.00 Education in New Zealand by NZTE Bangkok Office

Seminars at Bangkok Fair, Sunday 10 June

Fair open: 11.00-18.00 hrs

- 12.30-13.00 Tourism Information by Tourism New Zealand Bangkok Office
- 13.30-14.00 Money and Insurance Advice by Krung Thai Bank
- 14.00-14.30 Internet and Telephone Service Information by CAT TeleCom
- 14.30-14.45 Games / Stage Activities
- 14.45-15.15 Alumni Interview  
Assoc. Professor Dr. Jutamas Visansing, Active alumni
- 15.15-15.30 Games / Stage Activities

15.30-16.15 Interview celebrity  
Ms. Kamanij Jamikorn, Super star looking for overseas education opportunity

16.15-16.30 Games / Stage Activities

16.30-17.00 Immigration New Zealand Information by INZ Bangkok office

17.00-18.00 Education in New Zealand by NZTE Bangkok Office

Seminar at Khon Kaen Fair, Tuesday 12 June

Fair open: 14.00-19.30 hrs

Education in New Zealand information provided to 5 groups of secondary students who visited the fair lead by head teachers or English language teachers.

## 2.6 Agent Session

The Agent Preview Session was held on 9 June 2007 at 10.00-11.00 am. The session allows agents to establish or maintain relationships with participants, before the busy time when the fair is open to the public.

16 new agents participated in the session.

## 2.7 Giveaway Items

All visitors to the fair received the following items:

- Fair booklet, including contact details and brief information relating to participating institutions, in Thai
- Green, semi-permanent branded back-pack

CAT TeleCom supplied 2,000 pens which were used as giveaways to the first 400 visitors in Chiang Mai and Khon Kaen and the first 1,200 visitors in Bangkok.

## 2.8 Attendance

City	NZ participants	Number of Registrations	Number of Headcount
Chiang Mai (8 June)	12 institutions	457	578
Bangkok (9-10 June)	46 individual institutions and 1 group institution	975 (9 June) 1,120 (10 June)	1,090 (9 June) 1,250 (10 June)
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Please refer to Appendix B for a graph showing the number of fair visitors to the New Zealand Education Fairs in Thailand from 2003 to 2007.

## 2.9 De-briefing with New Zealand Representatives

### Chiang Mai Fair:

Positive feedback:

- Exhibition venue
- Quality of interpreter, not pushing the students or parents
- Timing of fair and hours open to the public
- Quality of accommodation and hotel service
- Seminar session
- Visitors numbers – a significant increase

- Good idea to have free English testing available at the fair
- The big lucky-draw prizes, offered by Baan Pasa NES were very attractive and helped draw people's attention.
- Networking party
- The key agent in Chiang Mai who helped arrange the promotion activities in Chiang Mai did a good job this year.

Suggestions:

- Tea as well as coffee available for the afternoon refreshment
- Earlier notification of the reception party would be helpful
- Information presented at the seminar be provided to participants in English
- Bigger information tables in each booth
- Shared booth option should also be available
- Booth measurements at 3m wide x 2m deep would be better than 2m wide x 3m deep

**Bangkok Fair:**

Positive feedback:

- Good venue, easy to access from MRT underground train
- Wonderful lunch, good to have all-day coffee and tea served
- The market briefing information was well prepared and it is always good to have updated information when arriving at the fair
- The serviced apartment option for accommodation is very good, reasonable rate and convenient
- Quality of visitors were very good, students and parents had prepared for the fair and had many detailed questions
- Stage activities were useful and made the fair look lively and attractive
- Very useful to have the bullet points about each school listed on booth panels
- Reception on Saturday night was very useful however, would have like to have earlier confirmation on that

Suggestion:

- Look at Siam Paragon Hall as an option for the exhibition venue for 2008 fair
- Decreased visitor numbers compared with 2006
- Stage activities were too noisy sometimes, schools located close to the stage sometimes had difficulties communicating with students and parents at their booths
- The brand image featured in the promotional material doesn't have an academic look
- Education New Zealand's online fair registration system needs to be more user friendly

**Khon Kaen Fair:**

Positive feedback:

- Good accommodation
- The size of the exhibition room was suitable
- The Network Dinner was useful, but again would like to have earlier confirmation
- Good quality interpreters
- The mini seminar for groups of students was useful

Suggestion:

- Staff and services of the hotel need to be improved
- Khon Kaen fair should be held at a different time of year, when Khon Kaen university has less activities
- Good to have groups of visitors from many secondary schools in the Khon Kaen area. It's a good way to promote New Zealand and build the country profile in the region. However, the fair could be separated into two parts: Group visits and individual visits. Potentially opening the fair earlier in the day, 10.00-midday, to enable group visits more time to visit the fair. The fair could then close for lunch until 2.00 pm, reopening for individual visits from 2.00-7.00 pm.

### 3. Summary of Participants' Evaluations

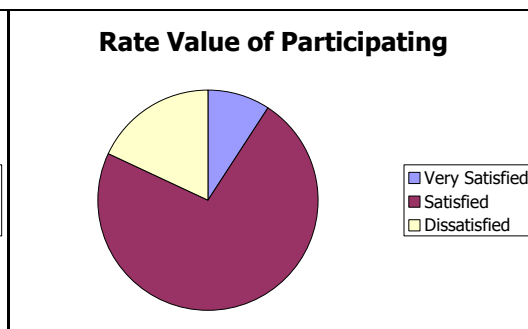
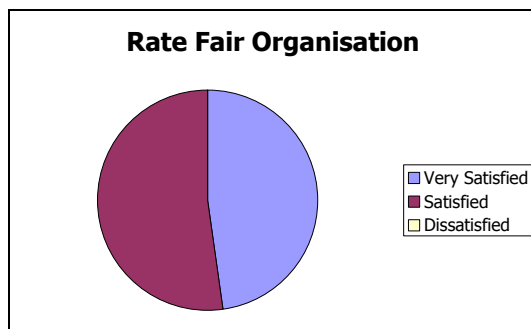
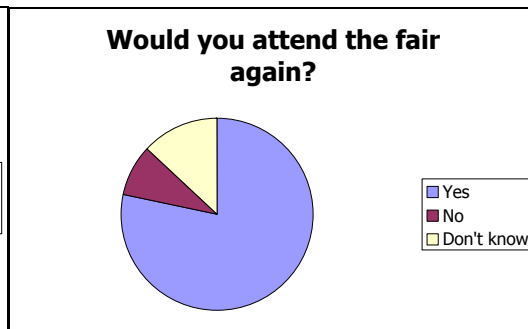
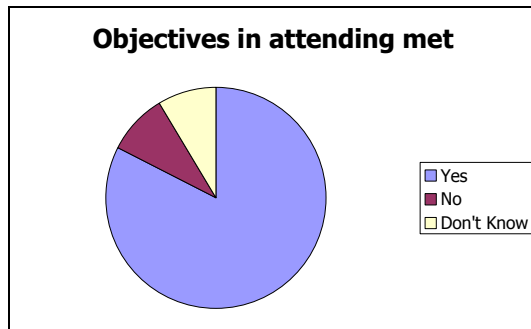
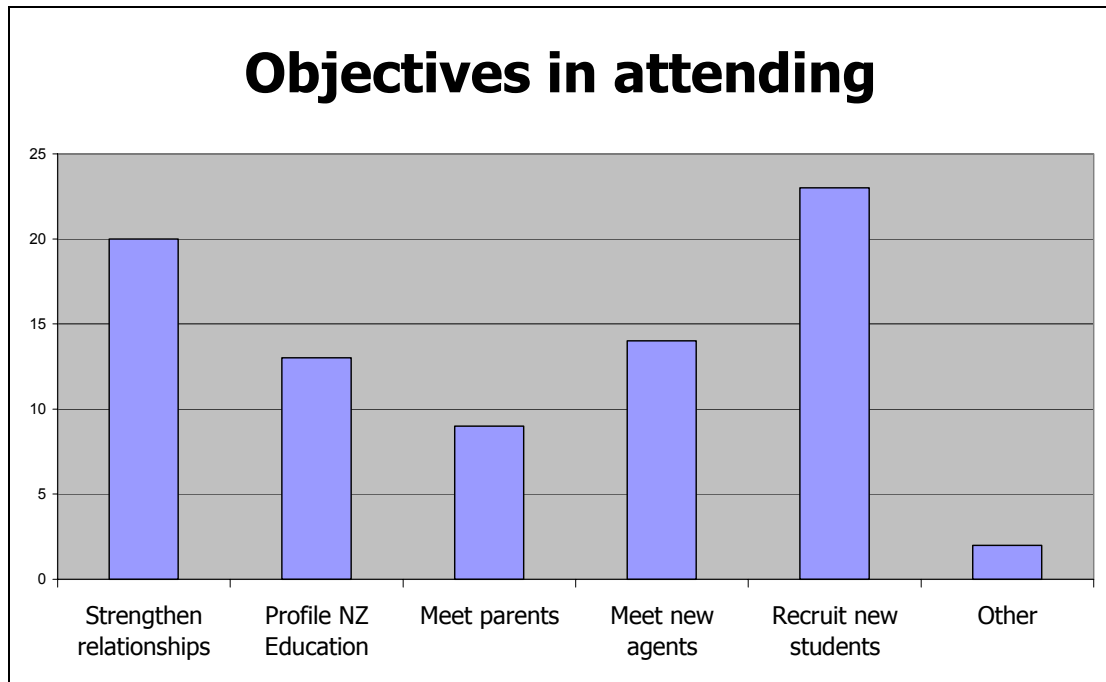
Education New Zealand received 23 evaluations of the Thai fair series. Comments that have not arisen elsewhere in this report (including Section 4, next) are summarised below

- Not happy about presence of non participating NZ institutions (Papanui High School & Waikato University)
  - Marketers that visited the fairs, but were not official participants have been contacted directly and asked not to repeat this practice*
  - A section on Fair Etiquette has been added to the 'Beginners Guide to Offshore Fairs' found at [www.educationnz.org.nz/marketing\\_planforsuccess.html](http://www.educationnz.org.nz/marketing_planforsuccess.html)*
- Consider trialling booths which are arranged in a row without side walls
- Vegetarian food options should be available at the functions/lunches
- Some had issues with ENZ's online registration system (RegOnline). The functions in Chiang Mai and Khon Kaen were included in the programme sent as part of the RegOnline bullet on 30<sup>th</sup> April, but some missed this detail.
  - RegOnline system has been user tested and improvements have been actioned to make it easier for users to go back into the system to read or print off information.*
- 3 point grading in RegOnline Evaluation form is too limiting.
  - Has now been amended to a 5 point grade*
- Try to bring information dissemination timelines forward
  - Noted, work on the June fairs has typically started by early March and collated information is ready for distribution late April, ENZ/NZTE will aim to work on earlier deadlines in future where possible.*
  - Certainly basic information such as hotel options, TNT deadlines and labels could be sent out before the rest of the information is ready, though this would involve regular checking of RegOnline by participants.*
- Why does an ENZ staff member attend the fairs?
  - The Thai and Vietnamese fair series' are the largest events in the annual PACE calendar, involving over 60 participating institutions. Close to NZ\$350,000 is spent on the events involving a total of NZ\$200,000 of ENZ managed Levy funding.*

A wide range of comments were received through the evaluation forms, the table below emphasises that there were significantly varying feelings (positive/negative) about many aspects of the fairs.

<b>Positive feedback</b>	<b>Negative feedback</b>
Information Packs	Information Packs
Venue	Venue
Advertising	Advertising
RegOnline	RegOnline
Food	Food
Booth set up	Booth set up
Room to move between booths	Room to move between booths
Branding	Branding

Graphs summarising evaluation form feedback



## 4. Recommendations for Future Events

### Bangkok Fair Location

- The cost and availability of the Siam Paragon Hall will be explored for possible consideration for a Bangkok fair location.

### Fair Locations

- The Khon Kaen fair in June seems to clash with the Khon Kaen university calendar. Suggest delaying Khon Kaen to coincide with the OSCS fairs in October/November and introducing a new fair in the south for June 2008. At this stage the proposal is to introduce Phuket as an alternative destination for the southern part of Thailand. The Southern part of Thailand has a higher economic status and the people are well-educated. In the past, a fair was held in Hat Yai, the business city of the southern part of Thailand. Hat Yai fairs were discontinued 3 years ago due to security issues in the 3 nearby provinces. Phuket is considered to be a safe city with an increasing number of international schools, local institutions and a population that can afford to study abroad.

#### Suggested fair dates for 2008

Saturday 14 June 2008	Chiang Mai Fair
Sunday 15 June 2008	Bangkok Fair
Tuesday 17 June 2008	Phuket Fair
The first Tuesday after OCSC Fair in 2008	Khon Kaen Fair

### Branding and design

- It is likely that the newly evolved New Zealand Educated branding will have developed significantly by this time next year. ENZ and NZTE will discuss best ways to graphically promote the fair series.

### Booth construction

- The textured branded fascia boards, institution bullet point and sector panels looked great and were appreciated by participants, however these panels are extremely expensive to produce. Based on the available budget these items will be reviewed.
- Booth size, a changed prioritisation of width over depth will be likely
- Booth sharing options at all locations will be offered

### Addition promotion

- NZTE/ENZ/participants should think about additional promotional activities to make the fairs attractive to visitors. An Education fair is a fairly common place marketing activity carried out by many agents and competitor countries. It is important that NZ is aware of this trend and is able to generate innovative activities to attract visitors' attention e.g. participating institutions' scholarships (as organised for the PACE Australia New Zealand Korean Education Fair), generic NZ scholarships, registration fee waive (as per IDP Thai fairs, participating institutions waive their application/registration fee for fair applications) or a lucky-draw for free international air-tickets.

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## Appendix A: Market Update & Promotional Activity Report

This power point presentation made up the briefing to participants on Saturday morning before the Bangkok fair started.

The presentation was distributed to participants on disk in Thailand, and is available from Education New Zealand on request. The file is too large to include in this report.

## Appendix B: Fair Visitor Numbers

Comparison – Numbers of visitor to New Zealand Fairs in Thailand (2003-2007)

