

PACE 2007

Promotional Activity
Calendar for Education



GERMANY

German Inbound Agents

Participation Fee

Single Institution 2 Hour visit	\$2,000 + GST	One Full Day	\$3,750 + GST
Two Full Days	\$6,500 + GST	Three Full Days	\$7,950 + GST

Dates 13-22 May
Sectors UNI, SEC, ELS, ITP, PTE

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Four German agents have been invited to visit New Zealand in May for a familiarisation trip.

1. Stephanie von Aswegen, Kompass-Sprachreisen
2. Jutta Darmadi, Advised-Studies
3. Grit Radtke, Talk and Travel
4. Katrin Romero-Galeano, MAP Sprachreisen

German agents are very influential within all sectors of the full-fee education market. However, New Zealand is not a destination that is strongly promoted through current channels. The purpose of this agent visit is to provide institutions interested in the German market with an opportunity to meet and establish agent contacts. It also gives institutions the chance to educate agents about their particular institution and what it has to offer German students.

In 2006 the German Agents visit was restricted to Secondary School participation only, but demand from the market has warranted open access for 2007.

Each year Education New Zealand invites around 15 groups of agents to travel to New Zealand on familiarisation visits of educational institutions. By taking part in these visits, agents improve and update their knowledge of New Zealand educational opportunities and make new contacts for ongoing business. New Zealand participants in the Inbound programme benefit from meeting new agents and promoting their school or region. Hosting a group of agents and

giving them the first hand experience of an area commonly leads to solid relationships being formed.

Two options for hosting agents are available; either a two hour time slot for one institution or a regional/cluster option for a number of days at a time. The regional/cluster option allows groups to more effectively give agents the flavour of the region as well as institutional information. By international standards, New Zealand has quite a homogeneous education system, and so the key 'unique sales proposition' for many institutions is as much the region they are in as the institution itself. This can be a good way of working together to share the cost and benefits.

An independent survey of past participants of the Inbound Agent programme was carried out early in 2006, this report is available for downloading at the 'Planning for Success' section of the ENZ website. Here you will also see a document titled 'Guidelines for Regions/Clusters'.

The German Inbound visit will be organised based on demand, the itinerary is drafted based on those who register their time. Often it is difficult to provide the exact list of agents expected to travel to New Zealand at the time of registration, as agents have not been invited at that stage, however we can often advise the potential agents a few months before they are actually confirmed.

The ENZ project manager for each visit will work closely with registered participants to ensure that the proposed visit meets the objectives of both institutions and agents. The ENZ marketing team is only too happy to give advice and guidance if you are thinking about how a visit might work for you.

More information about Inbound Visits can be found at www.educationnz.org.nz/inbound