

PACE 2007

Promotional Activity
Calendar for Education



HONG KONG

Hong Kong Agent Seminar

Participation Fee

NZ\$1,500 + GST

Participation requirement

Minimum 6, Maximum 10

Date 20 April

Sectors UNI, ITP, PTE, SEC

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Agents play an important role in the Hong Kong market. Working with and having strong personal relationships with a network of agents who counsel and undertake placement of students is critical to success. This Agent Seminar provides an excellent opportunity for New Zealand institutes to catch up with existing agents and meet with new ones.

A Networking function after the Agent Seminar is planned to allow New Zealand participants to meet with Native English-speaking Teachers (NETs) from New Zealand in Hong Kong. The NETs will provide an understanding of Hong Kong students and their learning environment, and New Zealand representatives can also take the opportunity to explore linkages with local schools.

Photos and materials from the Agent Seminar will remain on display in the dedicated Education area of the New Zealand Focus Centre after the event. Invitations to visit the display will be sent to local secondary schools' counselling staff.

Agent Seminars or workshops provide the opportunity for offshore face to face meetings, between New Zealand representatives and agents. The aim of these events is to enable participants to establish new and develop existing agent relationships.

This event is agent focused and members of the public will not be invited. As they are face to face meetings, there is little need for grand display and promotional information, a handful of brochures and business cards are the

most important items to distribute. Having plenty of photos and student testimonials may also be useful.

More information about Agent Seminars can be found at www.educationnz.org.nz/seminars