

# PACE 2007

Promotional Activity  
Calendar for Education



## TAIWAN

### Taiwan Agent & Student Workshops

#### Participation Fee

Taipei NZ\$1,300 + GST

Kaohsiung NZ\$1,000 + GST

Taichung NZ\$1,000 + GST

<b>Dates</b>	Taipei: 14 April
	Kaohsiung: 15 & 16 April
	Taichung: 17 April
<b>Sectors</b>	UNI, ITP, PTE, SEC, INT, ELS

**ENZ Project Contact** Genevieve Cung - [genevieve.cung@educationnz.org.nz](mailto:genevieve.cung@educationnz.org.nz) - DDI: 04 917 0874

**Please note that you have until Friday 16 March to register. However, the deadline to send accommodation & travel confirmation as well as consignment to TNT Wellington is 5 March. Consignment required after that date will be the institution's responsibility.**

The benefits for NZ institutions attending this series of events includes obtaining exposure in northern, central, and southern parts of Taiwan, interacting with agents and students and providing up-to-date school info, also increasing the overall NZ profile so as to convince agents and students to consider NZ as an ideal destination for international study.

To build on the success of the Taiwan Agent & Student Workshop in April 2006, the range of cities will include Taichung and Kaohsiung. These are the other two major cities and markets for New Zealand. The Taipei day will be split between an Agent Workshop in the morning and a Student Workshop in the afternoon. Sunday morning is spent travelling, and then the Kaohsiung Student Workshop occurs in the afternoon with the Agent Workshop the following day on Monday morning. Monday afternoon is spent travelling to Taichung and then the Taichung Agent workshop will be from Tuesday morning.

Those interested in the Agent & Student Workshops should consider coordinating their in market presence with the March to May Virtual Fair advertising option. These two activities have purposefully been timed to coincide; the early Virtual Fair will also assist in promoting the April events.

New Zealand is a small player and generally has a lower profile than its competitors in the Taiwan education market. In part this is due to lack of critical

mass in terms of the number of New Zealand education providers active in the market and supporting generic marketing activities.

Taiwan in an agent-driven market. Working with and having strong personal relationships with a network of agents who counsel and undertake placement of students is critical to success. In past years Education New Zealand and other group visits to Taiwan have focused on agent workshops. While productive, these activities have not involved the direct interface with students and parents achieved by our competitors through consumer-oriented education fairs supported by large numbers of schools.

These workshops seek to address opportunities for interaction with both agents and students. The agent and student workshops offer excellent opportunities to New Zealand education providers across all sub-sectors to develop and enhance relationships with agents and interface directly with students through a well-organised programme. A visit of this nature offers New Zealand education providers the opportunity to position themselves in a positive and highly credible manner, as well as contributing to a higher profile for New Zealand education in Taiwan.

A market briefing will be held prior to the workshops, covering general and specific education issues relating to Taiwan. Following a general introduction and presentation, the agent workshop will run up to three hours, with ongoing informal discussions between New Zealand education participants and groups of five to six agents. This format works well in Taiwan and enables good use of time for all participants in maximising opportunities for establishing and developing relationships.

### **Sector Recommendations**

There are possibilities for all sectors in Taiwan. English language providers, universities, institutes of technology and polytechnics, as well as private tertiary and training institutions and secondary providers should see these workshops as a way of marketing themselves to a wide group of agents, combined with interaction with students and parents. Taiwan offers opportunities to recruit both individual students and study groups, and Taiwanese students are increasingly prepared to consider study in regional centres as well as in the main cities in New Zealand.

### **Participation Costs**

The cost for participation covers:

- All organisational arrangements for the workshops including selection of agents, invitations and follow-up, promotion of the workshops to agents and students, and hire of seminar facilities
- Briefing and debriefing sessions surrounding the workshops
- Table display area for promotional material and seated discussions with agents and students
- Promotion of the workshops
- Arrangement of accommodation

- Event management by Education New Zealand
- NZTE staff on site