



August 2014

# Let's talk about enrolling international students!



[www.novoeducation.co.nz](http://www.novoeducation.co.nz)





# Greetings from our team



I have extensive experience in teaching and governance roles at secondary and tertiary levels, and 8 years of successfully leading a marketing team in a PTE with wide experience of in-market promotions in Thailand, Vietnam, Cambodia, China, Taiwan, Indonesia, Saudi Arabia, and Japan.

One of the first to market a PTE in India, I pioneered the Philippines as a viable diploma market for PTEs, at one stage receiving 85% of all Student Visas from there.

Our team is very experienced in China, South East Asia, and Latin America, and we plan further appointments for other regions in 2015.



While on my first visit to Vietnam, I realized that every agent I visited had brochures from another PTE whose courses were not competing with our courses in any way – in fact they complemented each other.

After a lot of thinking, talking and discussion, I believe that we now have a formula where

$$1 \text{ (your efforts)} + 1 \text{ (our efforts)} = 3$$

- More effective promotion
- Raised profile of New Zealand
- More efficient use of marketing investment

**Bruce Cleland**  
**(Chairman)**

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## Who is Novo Education Consulting?

Novo is a young company formed by experienced managers with marketing and entrepreneurial flair to bring a new approach to International Education.

Our Vision is to become New Zealand's leading company in helping institutions to market New Zealand educational services to the world, through developing excellent management practices, and effective marketing strategies, and in championing New Zealand.

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# International Education – the challenge

Government policy is that all Educational Institutions in New Zealand should play their part in doubling income from International Education, both by increased recruitment of students to New Zealand, and by off-shore delivery.

International education is now a highly competitive environment, with competition for students spread well beyond the traditional 5 English speaking countries. There are probably more Koreans studying English language in the Philippines than ever came to New Zealand, while the European countries are recruiting strongly with programmes in the medium of English, as are Singapore and Malaysia, and the USA is finally waking up to the potential of more aggressive marketing.

To achieve the Governments' goal, we need to change the current situation of marketing individually and competitively, to a future where **collaboration** is the norm, and we can match our competitor countries with an **effective and continuous presence off-shore**.

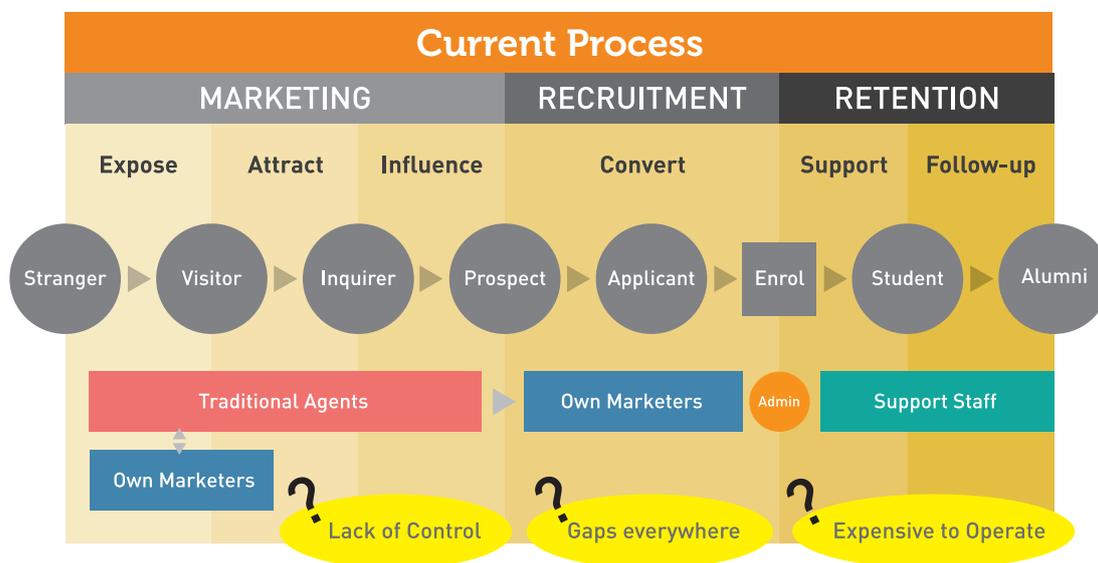
*So, how can we start?*



# Current Situation: We all work individually

## What do you need to be successful in recruiting students?

- Hire at least one experienced and successful marketer, plus support staff
- Develop and design effective marketing support materials
- Develop an agent network, and build lasting relationships
- Visit markets regularly - at least twice per year
- Support and communicate with your agents
- Ensure your school has positive word-of-mouth student feedback about your supportive atmosphere, and excellent study experience.



## What challenges do you face?

As well as recruiting and funding good marketing and support staff, you need to

- Find agents prepared to work with you, in a very crowded market place
- Fund market visits (at say \$5k in travel and accommodation per trip, per market)
- Fund attendance fees at Fairs in those markets (at say \$5K per Fair)
- Pay other advertising costs such as website listings. One popular commercial website typically charges \$4000 pa, per region

### Total cost to you:

Say a minimum of \$60k pa for effective promotion in only 4 markets, on top of your staff salaries

**We can do all of this at a fraction of the price  
- read on to see how.**

# Our Solutions : Working together

Marketing can be defined as “finding solutions to peoples’ problems.” **Novo Education Consulting** has been created to help Educational Institutions in New Zealand find cost-effective solutions to some of their marketing problems, using a mixture of the experience of seasoned marketers, and youthful hi-tec savvy.

We will help you promote yourself to a larger number of your potential students, and help answer their questions:

- which course?
- which city?
- which institution?
- which country?

Our main way of helping you is through our **Marketing solutions**, but we also offer help with **Student Advisory**, and **Student Support**.

We offer two platforms to provide solutions to students’ needs:



## Choose New Zealand™

directly promoting your courses and your institution to potential students everywhere



## Link New Zealand™

promoting relationships between New Zealand institutions, and off-shore institutions, so as to promote your courses and your institution to potential students at the off-shore institution

Our solutions work through **collaboration** to help provide a more **effective and continuous presence** in off-shore markets.



# Introducing Choose New Zealand

**Choose New Zealand Education Alliance™** is a platform to provide students with a solution to their overseas education needs, through both cost-effective promotion of your school and its programmes, and by thorough follow-up. We aim to convert strangers to enquirers, and eventually to friends of New Zealand through our marketing efforts, and your excellent care and study experience.

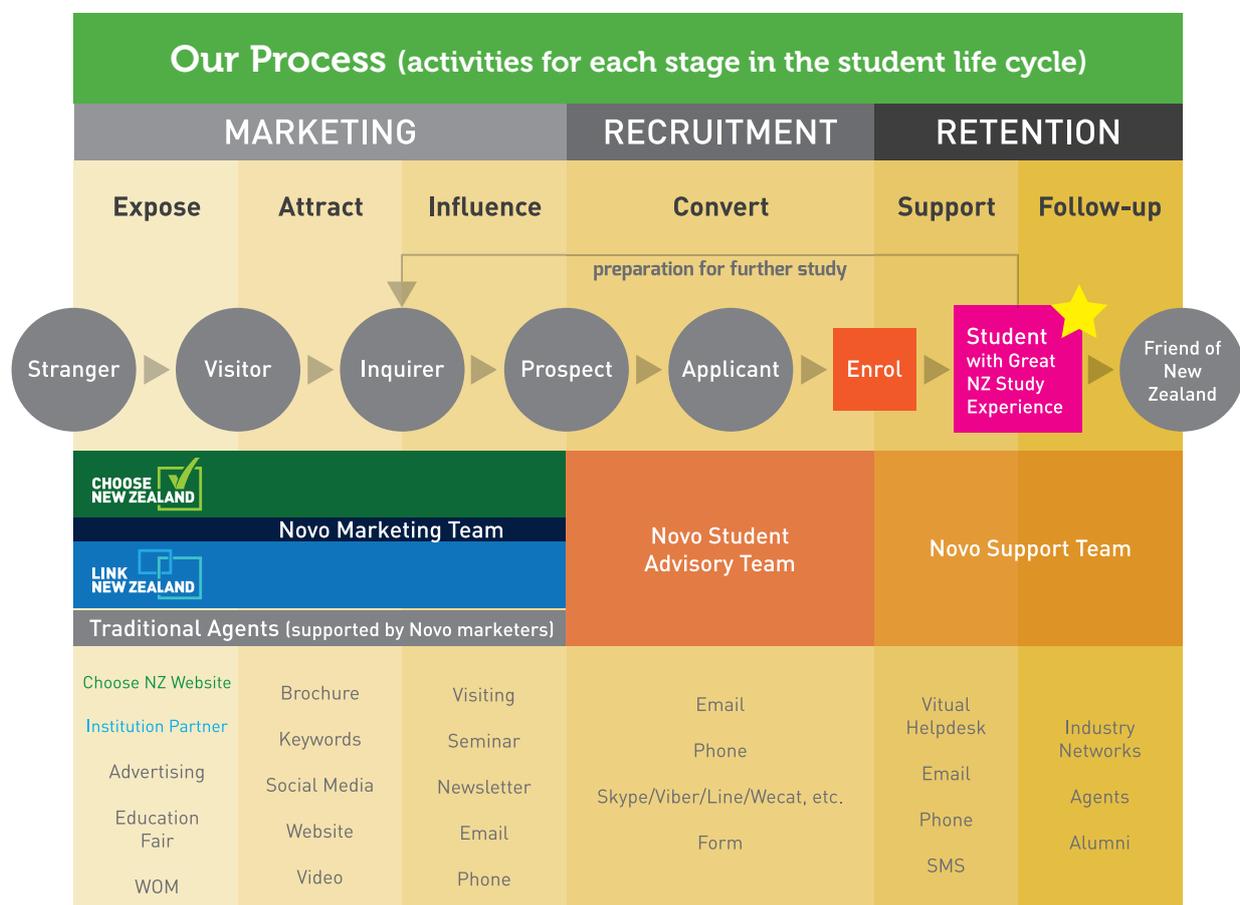
We are a group of experienced and successful marketers looking to use our skills in a wider arena than working for just one school. We want to champion New Zealand through working with a select group of Secondary and Tertiary providers spread throughout New Zealand, and under a unified brand.

Our marketing team will promote your courses and your school to agents, and to potential students through our website and social media, and at a wide range of Fairs.

We will not compete with agents in the general marketplace, but the investment made in Fairs is often wasted, if there is little follow-up. The goal of our Sales Team will be to target every Fair attendee to enroll directly through us, or get referred to a nearby agent.

Our multi-ethnic Support Team will then be available to help you and your students as needed before and after arrival.

Worldwide, about 80% of enrolments come through agents. We aim to support agents, while also targeting the 20% of students who enrol directly.



# ★ How can joining Choose New Zealand help you?

## 📣 Reach more students

- **FAIRS:** We will represent you at
  - Selected Education New Zealand Fairs and Workshops
  - Selected Agent organised Fairs
  - Our own Choose New Zealand Fairs (in 2nd and 3rd tier cities initially in Asia)
- **AGENTS:** We will
  - Represent you to agents at Education New Zealand Agent Workshops
  - Introduce you to the key agents in each market that we believe will contribute to your success, and provide them with training about your school. (Progressively by in-market staff)
  - Promote you to our entire database of agents in selected regions (over 4000 agents worldwide), via a regular email newsletter.
  - Manage Agent feedback as may be required for your ERO/EER report.
- **ADVERTISING:** We will
  - Provide a dynamic website, including each schools' details (after finalisation of membership)
  - Extensively advertise Choose New Zealand on the web, and in social media
- **MARKETING STRATEGY & DEVELOPMENT:** If you wish, we will
  - Help you analyse your own offerings, and marketing support materials.
  - Help you develop new marketing materials in various languages
  - Invite you to an annual conference of members to swap ideas, experiences, and have opportunities for training
  - Develop project proposals to Education New Zealand for gaining funding from the International Education Growth Fund.

## 📈 Enrol more students

- We will
- Employ staff of various ethnicities both in New Zealand and off-shore to work with agents, and student enquiries in their first language.
  - Use a sophisticated CRM database to follow up on every enquiry and every Fair attendee.
  - Provide a Hotline for student support after arrival.

## 🛠️ Student support

- We will
- Provide our multi-ethnic staff to support you and your students as needed

### Market Potential – 2nd and 3rd Tier Cities in Asia

China	> 5 million: 17 cities	2 – 5 million: 32 cities	1 – 2 million: 100 cities
India	> 5 million: 5 cities	2 – 5 million: 14 cities	1 – 2 million: 30 cities
Indonesia		2 – 5 million: 4 cities	1* – 2 million: 7 cities (* almost)

## Specific Market Activities

Activity		Choose New Zealand	Link option	Price
PROMOTION	Listing on Choose New Zealand website	•		Packages
	Introduce to our agent database	•		
	Communication/guidance to agents	•		
	Represent schools at ENZ Fairs, Agent Workshops etc	•		
	Represent schools at ChooseNZ Fairs	•		
	Represent schools at Agent Fairs/Seminars	•		
	Represent schools at agent offices for training	•		
	Promote our website (with links to yours) on internet and social media in many markets	•		
	Regular communication and reporting to member schools	•		
MARKETING	Analyse marketing strategy/plan/collateral	•		Optional Extras
	Develop new collateral, including in other languages (Photo/video/print materials)	•		
	Develop new website materials	•		
	Arrange off-shore production and distribution	•		
	Arrange off-shore sourcing of promotional gifts	•		
	Apply for ENZ market development funding and other sponsorship	•		
	Develop relationships with Off-shore Institutions		•	
	Arrange initial MoU with OI		•	
	Liaise over academic MoU/Articulation		•	
	Promote specific courses in OI		•	
	Annual conference and training	•		
	Manage agent feedback for EER/ERO purposes	•		
	Provide Hotline support for staff and students in a variety of languages	•		
SALES	Follow up enquiries from Fairs and website through our enrolment portal	•	•	Com- mission

### Prices:

- **Packages** are described and priced on the following page
- **Optional Extras** as above are priced according to individual requirement.
- **Commission** is at your standard agent commission.

# CHOOSE NEW ZEALAND EDUCATION ALLIANCE – Activities and Prices: next 12 months

We are active in the following markets

CHINA	S.E. ASIA	EAST ASIA	SOUTH ASIA	N. E. ASIA	MIDDLE EAST	W. EUROPE	W. EUROPE	East. Latin AMERICA	West. Latin AMERICA
China Hong Kong Taiwan Macau	Thailand Vietnam Cambodia Myanmar	Indonesia Philippines Malaysia	India Nepal Sri Lanka Bangladesh	Japan Korea	Pakistan Saudi Arabia Iran UAE	Germany Spain Greece Italy	Germany Spain Greece Italy	Brasil Argentina Uruguay	AMERICA Mexico Colombia Chile + Peru

## Introduction to our agent database (5000+)

\* 12 x monthly newsletters

\*FREE basic listing on our website (12 months)

Please enquire

## In-market Activities

\* FREE premium listing on our website (12 months)

<b>September 2014</b> Agent Visits -Dalian -Changchun -Daqing -Fuzhou	<b>September 2014</b> ENZ Fair & Workshop -Bangkok -Hanoi -HCM City								
<b>October 2014</b> ENZ Workshop -Shanghai -Beijing -Guangzhou -Chengdu ChooseNZ Fair -Nanjing	<b>December 2014</b> Agent Visits -Jakarta -Manila	<b>December 2014</b> Agent Visits -Chandigarh -Amritsar -Hyderabad -Cochin							
		<b>November 2014</b> Agent Visits Karachi Agent Fair Lahore							

Please enquire

Please enquire

<b>March 2015</b> ENZ Workshop -Beijing -Shanghai -Guangzhou Agent visits (various – 5 cities) ChooseNZ Fair -Dalian -Daching	<b>January 2015</b> Agent Visits -Bangkok -Rangoon -Phnom Penh -Hanoi -HCM City ChooseNZ Fair -Hanoi -HCM City -Da Nang	<b>March 2015</b> ENZ Fair -Jakarta -Surabaya ChooseNZ Fair -Medan -Denpasar	<b>May 2015</b> ChooseNZ Fair -Chandigarh -Amritsar -Hyderabad -Cochin	<b>June 2015</b> Agent Visits Tokyo Osaka Seoul	<b>June 2015</b> Agent Visits Karachi Lahore Tehran Dubai	<b>June 2015</b> Agent Visits Berlin Madrid Athens Rome	<b>June 2015</b> Agent Visits Moscow Warsaw Tashkent	<b>March 2015</b> ENZ Fair & Workshop -Sao Paulo -Rio de Janeiro Agent Visits Porto Alegre Fortaleza Curitiba	<b>March 2015</b> ENZ Fair & Workshop -Santiago -Bogota Agent Visits Medelin Lima Quito
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Please enquire

• Limited exclusiveness for individual packages

• Cities above are indicative. A formal contract for each activity will specify exact performance

## Our Promise:

- We will promote only **good quality** schools, with attractive courses
- We will bring all of our **experience, skills, and enthusiasm** to significantly help you to increase enrolments of International Students.
- We will **communicate with you regularly** with reports on the outcome of activities, and monthly reports on website enquiries and conversions.

We also promise that we will generate enquiries from potential students about your school, but we cannot promise enrolments. Successful conversion of an enquiry to an enrolment depends on factors beyond our control, including

- The speed and welcomeness of your response
- The ease and support you give for enrolment
- The study experience you promise to give
- WOM feedback that you deliver what you promise

## Who will be eligible to join Choose New Zealand Education Alliance?

We will accept Tertiary institutions, spread throughout New Zealand who have reasonably unique programmes and are mainly not competing with each other.

We will accept a small number of Primary and Secondary schools of various types, spread throughout New Zealand.

We expect that they will all

- have a good quality EER or ERO report
- have a good, convenient location, and quality facilities
- have excellent student support, with a good activities programme
- behave ethically in all dealings with agents and students
- have a realistic Marketing Plan, and excellent communications!

For further information, please email: [marketing@novoeducation.co.nz](mailto:marketing@novoeducation.co.nz)

*(All information is correct as of 1st August 2014. Some information is indicative only and Novo reserves the right to add, delete, or change any item if circumstances warrant. Final details will be specified in the respective contract for service prior to signing.)*

